

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

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VOL. VII. NEW YORK, DECEMBER 7, 1892.

No. 23.

Publishers, Attention!!



CALIFORNIANS CAN READ
AND THEY DO READ. . .



Do You Publish Anything Readable?

DO YOU PUBLISH TO SELL?

THEN REACH THE READING
CALIFORNIA PUBLIC BY
ADVERTISING YOUR PUBLICATIONS IN

THE EXAMINER,

FOR ON THE PACIFIC COAST

Where The Examiner Don't Circulate

THE PEOPLE DON'T READ.



SAN FRANCISCO EXAMINER,

E. KATZ, Agent,

186 & 187 World Bldg.,
N. Y. CITY.

Atlantic Coast Lists

ESTABLISHED 1870.

1450 PAPERS.

A Select Combination of Country Newspapers, Located in the New England, Middle & Southern States.

60 per cent of these papers are the only publications in their respective towns.

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260 PAPERS, mostly in New England, New York, Pennsylvania, New Jersey, etc.
\$1.25 per line.

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140 PAPERS, published in the Middle and New England States, etc.
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145 PAPERS. A local list of New England publications.
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250 PAPERS in Georgia, Alabama, Tennessee, Florida, etc.
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65 PAPERS. A local list, in North and South Carolina.
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100 PAPERS, in Alabama, Mississippi, Florida, etc.
50 cents per line.

Advertisements inserted in the entire nine divisions of Atlantic Coast Lists for Agate type. Reading Notices, 50% additional.

\$7.00 PER LINE

LIBERAL DISCOUNTS ON LARGE ORDERS.

ATLANTIC COAST LISTS,

134 Leonard St., New York.

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Vol. VII.

NEW YORK, DECEMBER 7, 1892.

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"WORKING" ADVERTISERS.

By J. F. Place.

Are all advertisers afflicted with "fair" and society beggars? Every mail brings me from one to three letters, of which this is a fair sample:

SQUAMANAGONICK HILL, N. H.,
Nov. 10, 1892.

Dear Sirs and Gentlemen—"Seeing is believing," you say, which is very true, and we want to see two of those wonderful lamps in our church vestry. We have a little church which is doing a good work here. It needed repairing badly, and the ladies undertook to raise money enough to put on a new roof and build a vestry. They have, after a hard struggle, succeeded, and now we are to give a levee to raise a little money to buy carpets, put in a furnace, etc. We are still in darkness, and on reading the wonderful story of the Rochester Lamp in your advertisement, it makes us want one. [But for great composure I should have dropped dead under the cunning ingenuity of this flattering compliment. It ought to have pulled a \$25 sample piano lamp right off the floor.]

I have, therefore, been deputized to write you and see if you would not kindly donate one or two vestry lamps. If you will, we will display them at the levee and put the name of your firm prominently on the same as the donor. We expect a large attendance, and as our people all want lamps (we have no gas), it will be really a most conspicuous and valuable advertisement for your house. Our preference would be a chandelier, and a study lamp for the parlor if you can spare it.

Awaiting an early reply,

I am, most respectfully,

(Mrs.) HICKS-LORD QUILTER.

These letters are not peculiar to locations near New York; I have them from as distant points as Texas or the Dakotas. Nor are they confined to

religious societies. I have had similar importunate demands from clubs, hook and ladder companies, social organizations, leading hoseman of fire engines, seminaries and base ball nines.

About once a week a tall colored man and brother from some Southern town announces himself to my presence with a subscription book, to the second page of the cover of which my particular attention is called. There it is duly set forth by the mayor of Way-Cross

City, and a duly authorized notary with a red seal, that the Rev. Peter McPeters is in need of help, and that the aforesaid Rev. P. McP. is a Christian man without guile or other belongings of this world, and has full authority to make collections. Then follows a long list of subscriptions, and it is pointed out to me by the reverend gentleman that "some has given de Lord as much as \$50." Finally, when I plead individual poverty, excessive

demands nearer home, the calls of a large and hungry relationship, etc., I am utterly silenced by the modest parry of this Ethiopian diplomat, that he "didn't want no money," but was "willin'" to compromise and take a few lamps for the sanctuary. He then proceeds to back up his claims most adroitly by saying that he has seen our advertisements everywhere in "de loc'l papers," but his people never "hed se'n" any of "de lamps," and it would be a great card for us to get 'em into



J. F. PLACE,

Advertising Manager for the Rochester Lamp Co.

the church. I am complimented by the assurance that the mayor specially directed him to come to us, that numerous other lamp manufacturers are expecting and anxious of the chance, but our lamp and our house were the ones specially mentioned to be "allowed" the privilege.

Among other beautiful schemes there is the "Sewing Circle Souvenir Fair Programme," whose merits are extolled by the committee of ladies, who honestly believe that twenty thousand are to be printed, and that every one will be kept on the parlor table for as many years, and that every person who wants to buy anything, especially lamps, will consult the "Fair Souvenir" and come right straight down to our store and buy it. As a last resort they are willing to "take a lamp."

In one case, when I had exhausted every excuse namable, and was successfully met by arguments against all, I assured my visitors solemnly that it would not do for me to advertise another dollar's worth, for the reason that the house could not do any more business; that already the salesmen by overwork and anxiety were stricken with insomnia, that the porters and packers had actually threatened my life, while the head of the house had passed the danger line of becoming a raving maniac. They answered quietly that, in that case they would not press the matter of an ad, if I would take a \$10 space, and, under the circumstances of our distress on account of excess of business, they would kindly leave it blank!

If all advertisers are offered the numerous schemes for advancing the fame of their wares and depleting their exchequers that come under my notice, and the same are pressed upon their attention with equal eloquence, ingenuity and paralyzing tenacity, I wonder whether they find it possible to preserve their good nature.

Sometimes I have thought of turning my efforts to invention, for, if some mechanical contrivance could be invented whereby the hustling, gentlemanly solicitor (for I like to see and talk with such) could be sifted out from the "souvenir" fiend and invited in, while the latter, by some sort of lathstring-paralyzer, could be given a toboggan-slide in another direction, there would be no need of advertising to create a demand for such a "machine." It would sell on sight.

WITH ENGLISH ADVERTISERS.

By T. B. Russell.

LONDON, November 16, 1892.

Willing to make the most of his local advantages, Mr. Barratt, of Pears' Soap (Limited), has been in the habit of exhibiting a magic-lantern display at one of the upper floors of the company's offices in New Oxford street. Over against the mansion of translucent soap dwells one Glave, a draper and clothier, who has felt aggrieved by the gathering together of spectators hereby occasioned—though, to be sure, one would have thought that the crowd at his windows should have been rather an advantage to him than otherwise. However, Mr. Glave thought not, whereupon he also invested in an electric lamp, but not to exhibit pictures. In fact, the occasion of Mr. Glave's lighting up was this: he concentrated a powerful beam of light on Mr. Barratt's screen, with the effect of rendering null and void the pictorial illumination of the latter. Further, Mr. Glave moved the High Court of Chancery to restrain Messrs. Pears from exhibiting on their premises, opposite those of the plaintiff, magic-lantern pictures or other devices so as to cause crowds to collect and obstruct the highway in front of plaintiff's premises, and to prevent the access of plaintiff's customers to his shop. The ex-Attorney-General, Sir R. Webster, Q. C. (with him Mr. Renshaw, Q. C.), appearing for the defendants, said they had used these pictures for some four or five years without complaint. Pending a full trial of the issues he offered, on behalf of Messrs. Pears (Limited), to exhibit only one picture, instead of a series, until the plaintiff's shop was shut, leaving the movable pictures, which, it seemed, sometimes moved the risible faculties of the spectators, till the later part of the evening. The court approved of this offer, and the full trial is therefore awaited with amused interest by the advertising world.

* * * * *

I think it is always good advertising when you can get the public to look to the vicinity of your announcement for a piece of daily information—whether in a newspaper or elsewhere. I am not alluding to the use made of this principle in America by a certain advertiser who has now returned to his business, presumably. The remark

was excited by a local circumstance here. By English law, although no other vehicle is compelled to carry lights, any bicycle or tricycle used between one hour after sunset and one hour before sunrise must have a lamp on it; and this law is strictly enforced by the police, without reference to the state of the natural light at the time, or to any other circumstance than the time. Hence, it is of much importance that 'cyclists should know just *when* to light their lamps, and the large 'cycle shops (which occupy about one-third of the whole display window space, by the way, of Holborn Viaduct,) have for a year or two been in the habit of exhibiting in their windows tablets, with slots into which cards bearing figures can be slipped, showing the time for lighting up—thus:

Lights required to-night at

7 h. 1 5 min.

Mr. Pearson, in *Pearson's Weekly*, also makes a feature of a lighting-up table for 'cyclists every week. But the advertising pool has been "scooped" by the manufacturers of Arabian 'Cycle Lamp-Oil, who have got out a handsome show-card for 'cycle-shop windows, having on it a fac-simile clock face with adjustable hands and the words:

Light Your Lamp
with
ARABIAN OIL

AT

CLOCK FACE.

TO-NIGHT.

Sold within.

The advantage of this over a card with changing figures is obvious, as the clock face is not only more graphic, but is complete in itself.

The following, quoted from a New

Zealand newspaper by the *Sunday Sun* (London, edited by T. P. O'Connor, M. P.,) is perhaps as good a "snare" as one sees in a year's experience of advertising:

An enterprising literary American has just discovered that Julius Caesar was not assassinated for political reasons as generally supposed, but because in the Senate he passed a disparaging remark on the fitting of the toga of Michael Cassius, which evidently must have been made up by some second-class tailor in the Via Sartoris. This, and this only, it seems, caused the tragic fate of the mighty Julius. Suits made at the New Zealand Clothing Factory, Auckland, fit perfectly. Mr. —, the new cutter, gives entire satisfaction. Inspection invited.

* * * * *

"ADS."

[With apologies to Mr. Rudyard Kipling—author of "Donts" in "Barrack-room Ballads"—a collection of poems in the alleged dialect of the British soldier.]

What makes the trader's biz to hum?—what makes his clerks perspire?
It isn't "drummer" sent by train, nor messages by wire;
Nor salesmen's wily artifice, nor chief-accountant's fads,
But the lumping, humping bus'ness, which resulteth from the ads.?

Oh! the ad.; oh! the ad.;
The light fantastic ad.,
The column, and the paragraph—the page that faces news.
It saves the merchant's bus'ness from a-goin' to the bad
By a-rakin' in the patronage the public can't refuse.

The clerk, 'e knows above a bit; the salesman, 'e's a joy;
The "drummer," 'e's a gentleman; the errand boy's a boy;
But the swellest bloomin' artifice (to call a spade a spade)
Is the way the gay advertisement yanks in the bloomin' trade.

Oh! the ad.; oh! the ad.;
The unresisted ad.
That nestles in the newspaper, and peeps into the par.,
It keeps the packers busy, and it makes the gov' nor glad,
As it fetches in the customer from places near and far.

* * * * *

In reply to possible inquiries, the above effusion is not to be taken as evidence that I intend to compete for the vacant laureateship left open by the lamented decease of Lord Tennyson.

* * * * *

I wonder that writers who have recently touched on the subject of versified advertisements in PRINTERS' INK have not mentioned the well-known series of "Limericks" published a few years ago by the makers of Allcock's Plasters. They were said to give sixty cents for each example, from any source—which cannot be called lavish,

The verses, doubtless, derived in the public mind a certain piquancy from the fact that verses on the same model, but of a kind not meet to be printed, are in rather wide currency. The metre originated, I believe, with the late Edward Lear, who wrote innumerable nonsense rhymes for children on this plan. The only example of Allcock's "Limericks" which I can call to mind ran thus:

There was a young servant of Fife,
Whose corns were the plague of her life;
For boots she wore "master's,"
But, with Allcock's Corn Plasters,
She now gets in those of his wife!

which is hardly a brilliant specimen.

* * * * *

The proprietors of Johnston's Corn Flour have brought out a series of a dozen "Useful Information Cards" to advertise their product. Each card bears on one side a colored representation of the uniform of some regiment in the British army (which is interesting, but scarcely "useful," information) and on the back an advertisement with one or other of several sets of reading matter, such as postal rules, cookery calendar, antidotes for poison, ambulance news, recipes and a ready-reckoner. The cards are pierced for hanging, measure $8\frac{1}{2}$ inches by $5\frac{1}{4}$ inches, and are offered free at the cost of postage by the proprietors. I think them particularly good advertising for an article like a proprietary food.

* * * * *

The London *Morning Post*, of Saturday week, contained, says Mr. Labouchere, M. P., in *Truth*, the following advertisement:

TWO lovers, passionately devoted, but undergoing long separation from each other, well connected, but without present means for relieving themselves of their unhappiness, desire earnestly to hear from some one willing to befriend them. Could give security for a loan, and would have life-long gratitude towards their benefactor, with whom, if wished, they would be happy to share their home.

Commenting upon the above, Mr. Labouchere says:

When later on the inevitable occurs—I allude, of course, to the divorce—I suppose that these original individuals will apply in a similar manner to the philanthropic to assist them to free themselves from each other.

By the way, speaking of *Truth*, Mr. C. Arthur Pearson, of *Pearson's Weekly*, *Society News* and *Search Light* celebrity, wrote me the other day, alluding to PRINTERS' INK: "I think it an extremely smart little paper, and, with the exception of *Truth*, I think it is

the only paper that I really read every week, barring my own in their preliminary stages." I did not ask Mr. Pearson for a testimonial, neither have I solicited an opinion for publication; but I am sure he will not consider that any breach of confidence has been committed in communicating to the readers of PRINTERS' INK an expression of opinion which has a unique interest, emanating, as it does, from one of the very smartest newspaper and magazine proprietors in London.

"THE BEST."

By Gervaise Graham.

PRINTERS' INK is so careful in culling correspondence so as to give only bright, practical ideas that I was surprised to find in the issue of November 23 the following:

An advertiser of long experience recently said to PRINTERS' INK:

"I have always believed in the value of morning newspapers, and my experience confirms me. I have at present a conspicuous advertisement in the *Morning Sun* that appears once a week, and every time it is printed I hear from it. The same advertisement is in the *Evening Sun*, but I don't seem to hear from that at all, yet I suppose that the edition is not smaller than that of the morning issue."

It seems to me a shortage of judgment to say, in a general way, that any class of papers is best for advertising purposes. Each class is "best" for certain kind of advertising. There can be no question about that. As between the evening and morning paper it is only a question of the class of readers one wishes to reach. The evening papers, being usually cheaper, and usually going to the home and fire-side, I think are without doubt best through which to reach the laboring people, the small shop-keepers, and people of the middle and lower classes.

In my business—cosmetics—I rarely find profitable advertising in an evening paper, but if I were advertising a patent medicine, ready-made clothing or goods or preparations which the middle and lower classes used, I would certainly prefer an evening paper.

There is no best class of advertising mediums. Each is best for the class which it reaches. The advertiser has only to study or make inquiries as to the character of a circulation to know whether, for his particular business, certain mediums are best. As for me, I find I cannot profitably advertise in anything but exclusively ladies' journals. But they are "best" only for my purposes,

The Advertising World.

Readers are invited to send in news items for use in this column.

E. T. Keyser, 5 Beekman street, has secured the New York agency of the *Household Pilot*.

Max H. Fischer is about to distribute in book form a telegraphic code for the convenience of publishers and advertisers.

The red star used by R. H. Macy & Co., in the New York *Sunday Recorder*, is most conspicuous and is proving a very profitable innovation.

The Philadelphia and Boston Face-Brick Co., 4 Liberty square, Boston, is using the large magazines all over the United States. The business is placed direct.

The Sharples Cream Separator advertising is being given out by P. M. Sharples, from the office at Elgin, Ill. An extensive list of mediums will be used and the country well covered.

Charles Flint, recently with the *National Tribune*, of Washington, has been chosen by the directors of the American Graphophone Company as general manager of that concern and has taken charge.

Kingman & Co., wholesalers of farm machinery, vehicles and cordage, Peoria, St. Louis, Omaha, Des Moines, etc., are using farm and bicycle papers largely just now. L. S. Kingman, Peoria, Ill., has charge of this advertising.

Mr. Brent Good has heard of a case where Carter's Little Liver Pills produced remarkable results, as follows: A maiden lady had been so unfortunate as to be born "without liver or lights," but after taking four bottles her liver weighed nine pounds and she had *electric lights*.

Mr. Hawkins, the manager of Dr. Scott's Electric Appliances, 842 Broadway, tells me that the concern is about to increase its advertising. The business will partly be done direct and partly through various agencies. Magazines and weeklies all over the country are to be used, and the Scott Electric Corsets and Brushes, as well as the Safety Razors, will be specialized.

Dr. Laviolette, of Montreal, Can., who has advertised his "Syrup of Turpentine" extensively in that country, is about to extend his business to the American field, and during the coming winter will advertise largely in the Eastern States. Alfred Lionais, of the Imperial Building, Montreal, who was for twelve years advertising manager of *Le Monde*, is now doing a general advertising business and will handle the "Syrup of Turpentine" advertising.

The Cosmopolitan Advertising Bureau, of which Geo. A. Kellogg is manager, is handling the jewelry advertisements of M. B. Brandt & Co., of New York. This business will be run in the magazines and in some religious papers. The Buffalo Lithia Water is placed also by this concern, and large ads are being and will be used in the magazines, religious papers and leading dailies all over the States. The Ausable Horse Nail business is going out from this bureau, but will only be run in magazines and trade journals.

The Murray & Lanman Perfumes are being advertised, business going out from J. Walter Thompson.

The back covers of magazines and certain weeklies are to be used for the ads of Dr. Price's Flavoring Extracts. Frank Seaman is handling this business.

The Howard Watch and Clock Co.'s advertisements are being placed by the Cosmopolitan Advertising Bureau. This advertising is confined to magazines of general circulation.

The Collin Co., of Syracuse, N. Y., will soon publish a monthly illustrated family magazine. The concern will do a large amount of advertising in leading newspapers and periodicals throughout the United States.

Henry Decker, Charles H. Fuller's Eastern representative, is placing the advertising for Woodward & Co., the musical publishers of this city. A good list of weeklies and general mediums will be selected.

The advertising for the Mason & Risch Vocation Co. is attended to by Mr. Mason, from the Worcester, Mass., office. Pettingill & Co. place the business. Magazines, weeklies and some religious papers are used.

The Albany Perforated Wrapping Paper Co.'s advertising is being placed by Frank Seaman, of 104 Fourth avenue. The business is only going in magazines just now. Mr. Seaman is also putting out business for the Curtice Brothers Co., of Rochester, Blue Label Tomato Ketchup being the article advertised.

A. R. Elliott, of College place, is handling the business of the New York Condensed Milk Co. and the St. Charles Brand of Evaporated Cream put out by Delafield, Magovern & Co. Mr. Elliott is placing some business for the Royal Egg Macaroni in the dailies of the principal cities all over the country.

Railroad advertising is to be more extensively placed than ever. The Great Rock Island Route advertisements are now being placed in magazines, weeklies and religious papers by Frank Seaman. The Atchison, Topeka & Santa Fe ads are also being given to weeklies and monthlies by Mr. Seaman.

Geraudel & Co., of Paris, who manufacture a purgative pastille, recently issued a series of pictorial posters done by celebrated French artists. Such was the beauty of the advertisements that numberless Parisians tried to get a complete set of the ads, and premiums were offered, as much as a hundred francs being given for a picture. The posters were put on the walls and fences of Paris, and enthusiasts abstracted them at night. This was done to such an extent that watchmen were detailed to protect the pictures and prevent them being taken away.

A theatrical manager, Elmer E. Vance, is about to put out some unique advertising. He will issue a pack of playing cards with photographic portraits of the women of his company as queens, the men as kings and jacks, all in costumes worn in the play, and with the manager, treasurer and musical director represented in the aces. Scenes from the play on all cards that can be utilized thus will also be given. The device has been copyrighted.
G. A. SVKES.

AS SEEN AT THE NEWS-STANDS.

By John Z. Rogers.

II.

Down in the Pennsylvania Railroad Ferry house at the foot of Cortlandt street there is a news-stand that is always well stocked and skillfully displayed.

I caught an interesting interview with the man in charge one day last week, and it was made more so on account of the fact that the stand has a patronage that is not only large but is represented by all classes. The high and the low and the rich and the poor buy at this stand: there are the commuters who sleep in Jersey, clerks, salesmen, merchants, bankers and laborers, beside many Philadelphians and travelers and tourists.

"The *World* and *Sun* run about even," said the uniformed young man behind a stock of novels. "The *Herald* comes in a good third and is followed by the *Times*, *Tribune*, *Press* and *Journal*. The remaining local papers come after the *Journal*, and the sales are about even."

"How about the evening papers?"

"We sell more evenings than mornings on an average. Most of the local morning patrons come over the river from the other side and they buy their papers there. The *Evening Sun* and *Evening World* are close rivals and there's not much difference in their sales; we have 250 of each. We have only a few left over as a general thing, and we frequently get cleaned up on them before trade is over. The *Mail* and *Express* comes in third, followed by the *Post* and *Commercial Advertiser*."

"What leading out-of-town papers are most called for?"

"We keep only Philadelphia papers in addition to the locals, and the *Press* appears to be the most popular with our customers. Those who buy it are probably people who live in or near Philadelphia."

"And how are the weeklies and the magazines running?"

"Well, among the monthly magazines, *Harper's* sells best. *Century* is second, followed by *Scribner's*, third, *Cosmopolitan*, *Demorest's*, *Lippincott's*, *Atlantic Monthly*. There is not much change in the sales of the weeklies except *Truth*. Say! do you know that paper is hustling in great shape? It comes in next to *Judge* now, with *Puck*

in the lead. Then *Life*, *Town Topics*, *Harper's Weekly* and *Frank Leslie's*."

The interviewer then dropped in next door, at Liberty Street Ferry. The patrons of the New Jersey Central road are evidently readers, for the stand is large and well stocked, but all attempts to get any information failed. The attendant was as mute as an oyster and referred me to the superintendent of the Union News Co., in another part of the building. To him I stated my errand, but he had never heard of PRINTERS' INK and refused to talk. I argued that I cared for no figures and wished to do no publication an injustice, but simply wished a little chatty interview that would interest publishers, advertisers and others. The superintendent was obdurate, and I left realizing that I could expect nothing else from the head of a news company who had never heard of PRINTERS' INK.

Down in the ferry-house at the Staten Island Ferry I found quite a different person. The man in charge was courteous and intelligent. In reply to a suggestion he said:

"Yes, I guess you can feel the intellectual pulse of Staten Islanders here. We sell no morning papers, as we have little call for them. For evenings the *World* and *Sun* run even, and we have two hundred copies of each. We receive one hundred *Posts*, about fifty *Mails* and *Commercials*, and from ten to twenty each of the *News* and *Telegram*. As to the weeklies, *Puck* leads the lot, and *Truth* and *Judge* tie for second place. We sold five copies of *Truth* a week last summer, and now we sell fifty-five. Then comes *Life*, *Harper's Weekly* and *Harper's Bazar*, *Frank Leslie's*, and *Illustrated American*. In magazines, *Harper's* is most popular among my customers and is just ahead of *Century*, which leads *Scribner's*. The *Cosmopolitan* appears to be picking up, and *Frank Leslie's Popular Monthly* is selling well. Among the 'solid' monthlies the *North American* leads easily."

"How about the local papers of the Island?"

"There are about a dozen weeklies published on the Island, but the *Staten Islander* appears to lead easily. We sell more *Staten Islanders* than all the rest put together."

O. L. MOSES has added to his list the daily and weekly *Republican* of Hamilton, Ohio.

THE POINT SYSTEM.

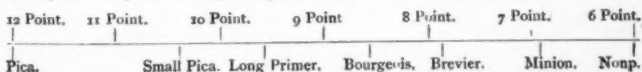
By W. W. Pasko.

The point system in type-founding is an effort to make the sizes of type increase by a regular and orderly progression, which until lately was never the case, except in one foundry, the Bruce. There are seven sizes of type, each one a little larger than the other, the last one being exactly twice the magnitude in height down the column that the first one is. All other types double, triple, or still further multiply these, excepting one series, which halves them. Their names from the smallest to the largest are nonpareil, minion, brevier, bourgeois, long primer, small pica, and pica. A column of pica that contains two thousand ems will contain eight thousand ems in nonpareil. But no one could tell until lately just how many ems a column of minion or brevier should contain. If the increase was regular, the quantity would augment one-sixth in each interval, being pica 2,000, small pica 3,000, long primer 4,000, bourgeois 5,000, brevier 6,000, minion 7,000, and nonpareil 8,000. If it were geometrical the advance would be very near a quarter more to each, or pica 2,000, small pica 2,500, long primer 3,125, bourgeois 4,000, brevier 5,000, minion 6,250, and nonpareil 8,000. Neither of these ways, however, was followed, and type has always been very irregular. The gap between minion and nonpareil is a very great one, and between minion and brevier a very small one. It was therefore resolved some eight years ago by Marder, Luse & Co., type-founders of Chicago, to adopt another plan, by which each line of type with a very thin lead would equal the next size, and that nonpareil, with six such leads, would occupy the same space as pica. There was then no gauge or measure for this interval, and it was consequently taken from pica. One-twelfth of this was called a point, and as six picas very nearly make an inch, each point was about the seventy-second part of an inch. Shortly after the theory came out the types were adjusted to a French mathematical standard, and one by one all the other founders have adopted this plan, wholly or in part. Nonpareil is six

points, minion seven, brevier eight, bourgeois nine, long primer ten, small pica eleven, and pica twelve. Three long primers equal (3x10=30) five nonpareils (5x6=30), four small picas equal (4x11=44) three lines of bourgeois, one of long primer, and one of minion (3x9=27, plus 10, plus 7=44). Being cast to a mathematical standard, the type from one foundry matches the type from another foundry, and to say that type is upon the point system is to say that it is graded regularly, and made to mathematical magnitudes. Pearl, 5 points, agate 5½ points, nonpareil, 6 points, and minion, 7 points, are the advertising sizes.

Below is shown a diagram illustrating the variation between the point system and the bodies formerly cast by Farmer, Little & Co. Those from other foundries differ from the Farmer foundry, but they are no more regular. By the point system the column of pica above spoken of will contain in pica or 12 point 2,000 ems, small pica or 11 point, 2,380 ems; long primer or 10 point, 2,880 ems; bourgeois or 9 point, 3,432 ems; brevier or eight point, 4,500 ems; minion or 7 point, 5,795 ems, and nonpareil or 6 point, 8,000 ems. In the diagram the distance at the top is divided equally between each size, there being seven sizes and six intervals. In the lower part the sizes are divided unequally, just as they were, and are under the old system of type. It will be seen that some of the intervals are far larger than the other. At the right side is the nonpareil, and at the left side the pica. Consequently the length of the diagram only represents the twelfth of an inch, multiplied as by a microscope till it is as long as the width of this page, or fifty-six diameters.

"ADVERTISE, my dear fellow; advertising is the only means of success; modest merit starves in a garret; pushing self-assertion builds itself marble halls and fares sumptuously every day. Nyanizo on exhibition; feed the critics; give the fine ladies tea; invite the musters; butter up the big artists: There's a great deal to be done besides good work."—From Mrs. Alexander's new book, "The Snare of the Fowler."



A Novelty in Baking Powder Advertising.

The Bird will go into the Cage!

DIRECTIONS.—Place one edge of a visiting card along the line between the bird and the cage, and rest the tip of your nose against the other edge of the card. Hold the card so that no shadow falls on either side. Watch the bird a moment, you will see it go into the cage.



You will not believe this until you try it; neither will you believe that Cleveland's baking powder is absolutely the best until you try it. Try it!

PROFESSIONAL JOKE MAKING.

Jokes have become a standard commodity, manufactured in regular quantities and put on the market as any other article of merchandise. The professional joke manufacturers have their jobbing and retail houses with which they deal, and they eagerly keep track of the net prices for jokes and the opportunity to extend their market like other business men.

It is not so long ago that jokes were spontaneous babbings of the inner consciousness of fun and humor. No man would think of sitting down in the morning after breakfast and setting to work at hammering jokes out of his brain as he would cut stone out of a quarry. When he thought of something funny he would laugh about it to himself first and then he would tell it over to his friends until some one suggested to him that it was good enough to print. After this commendation the joke might be written out and send to some newspaper or magazine, where in the course of time it might appear in print. The reward of the author of the joke would be that he had increased the sum of human enjoyment.

That was well enough at the start, but the readers of the papers and mag-

azines wanted more jokes, and the demand for a regular supply of jokes made a steady market. The papers and magazines began to pay for jokes just as they would for novels, war stories, or articles on Aztec civilization, and they sent word to the men who were in the habit of thinking funny things and sending them to the papers and magazines to be published, asking whether they could not think of more jokes, and offering to pay for the jokes as a stimulant to joke production. This demand brought out the professional jokers, and the man who found that he could think of a good joke once or twice a week applied himself to it and produced more jokes which he sold for 50 cents or \$1 apiece.

From this beginning the joke business grew until there are now men who run regular joke factories. They not only think up jokes themselves, but they get other people to think up jokes for them, and they will take crude material for jokes and polish it up in the accepted forms which go best on the joke market. They have perfected the framework and moulds for the joke business so that all they need is an occasional new idea to keep on turning out jokes indefinitely. The joke habit is like the pun habit; the quantity is pretty sure to increase, even if the same amount of humor and fun may come before the public diluted and strung out to a series of jokes instead of being concentrated in a few.

It is the business of the professional joker to dress his jokes up in such a manner as to be acceptable to the public. A joke is not so much a new thing as a new way of putting something that in a non-humorous way has occurred to almost every one. A joke should not have more than one point. It is a waste of material to put two points in a joke when one is enough; and more than one point in a joke confuses the reading public, who want jokes to divert them instead of exciting them to intellectual effort.

With the development of the comic paper and such publications as *Puck*, *Judge* and *Life*, the joke market became a steady thing, and quotations on jokes are made as on wheat. An A No. 1 joke now brings in the market as high as \$2.50 to \$5 a joke which goes well with an illustration commanding the higher price. An illustrated joke, of course, rates higher than a joke that has no picture with it.

A joke without a picture must be excellent to be worth more than \$2.50. These are the top-notch quotations at present, but the demand for very funny jokes exceeds the supply, and it is likely that the rate for good jokes will go up at the expense of the rate for second and third-rate jokes, as the public is becoming more fastidious in the joke line.

An active professional joker can produce one hundred jokes a week steadily. Cases have been known where one professional joker turned out as many as three hundred jokes a week, but he was at the height of his business and the production was at a more rapid rate than he could keep up. A quarter or a third of the jokes are pretty sure to be left on the maker's hands; but he should get an average rate of \$1 or \$1.25 on the others, which should make the joke business fairly profitable, as the cost of typewriting and postage is not great.

The jokes are offered for sale in parcels varying in size from ten to fifty. Occasionally a joke manufacturer will send a few stray jokes to a new market, but his regular customers he supplies at stated times with lots to suit. The jokes come on separate slips of paper, with the mark of the factory and the number of the joke stamped on the paper for purposes of identification and bookkeeping. A return envelope, with the name and address of the factory and return postage is enclosed with the jokes. The joke sharp employed by the paper or magazine for that purpose passes on them speedily, and returns the undesirable jokes. The jokes make the round of the publications which pay best first, and then to the publications which pay next best, and so on until they have been offered to all possible purchasers. The tastes of the joke experts vary, and what might suit one joke buyer would be rejected by another one. It does not cost much to try them all, as the professional joke manufacturer is reasonably well paid for his labor if he disposes of half his jokes. These jokes are worked out in certain lines and themes. A new idea is not limited to one joke, but may be used a number of times. The mind of a professional joker becomes like the interior apparatus of a kaleidoscope filled with pieces of colored glass which make a different picture every time they are shaken. A wonderful number of com-

binations may be made with a few joke ideas in the same way that the pieces of colored glass never look twice just the same.—*New York Sun.*

DEFACING NATURAL SCENERY.

We find in the *New York Tribune* this paragraph in reference to the appearance of an enormous advertising notice on the rocks at the base of Storm King, which forms one side of the mountain gap through which the Hudson river flows southward from Newburgh:

A correspondent called attention in Monday's paper to the fact that a big advertisement has recently been painted on the foot of Storm King mountain, and asked whether there is any society or committee for preventing the disfiguring of our natural scenery. Unfortunately no such society or committee could be constituted with power to prevent these disfigurements, save through the education of public opinion on the subject. It is a scandal and an outrage that the fine scenery along the Hudson river, or elsewhere, should be defaced by advertising fiends. To these fellows nothing is sacred, nothing too good to be made to serve their vile purposes. They ought to be subjected to severer punishment than they suffer by being denounced by every lover of nature.

The statement that no society or committee could be authorized to prevent this disfiguration is correct in this sense, that every land owner has the right to deal with his own property as he pleases, provided he does not injure any one else; and if he sees fit to allow the natural scenery under his control as the owner to be defaced for advertising purposes, no outsider has any right to interfere or call him to account. To a great extent, therefore, the public must depend upon the good taste of land owners to prevent the defacement of natural scenery along the great routes of travel.

There is, however, quite a stringent law on our statute book in this State in reference to affixing advertisements of this sort upon any one's land without the consent of the owner. It occurs in section 643 of the Penal Code in these words:

A person who places upon, or affixes to, or causes or procures to be placed upon, or affixed to, real property not his own, or a rock, tree, wall, fence, or other structure thereupon, without the consent of the owner, any words, characters, or device as a notice of or in reference to any article, business, exhibition, profession, matter, or event, is punishable by imprisonment for not more than six months, or by a fine of not more than \$250, or by both.

The statute further provides that the placing of any notice of any article, business, or other thing upon any

property or place specified in the section which we have quoted is presumptive evidence that the proprietor caused or procured the notice to be placed upon such property. This enactment, it would seem, affords all the protection which the law can give against the defacement of natural scenery by advertisements.

Public spirit, on the part of those with articles to advertise or those owning places desired for advertisements, is the only safeguard available for the public.—*New York Sun*.

COULD NOT DO BUSINESS.

J. B. LEWIS CO., WHOLESALE SHOEMAKERS, {
BOSTON, Mass., Oct. 25, 1892. }

PRINTERS' INK:

I do not know how long my subscription is for, but wherever it leaves off I herewith subscribe \$1.00 for next year. I could not do business as satisfactorily without it.

J. B. LEWIS.

FROM SOUTH AUSTRALIA.

J. C. GENDERS & Co.,
Merchants and Manufacturers, }
Grenfell Street,
ADELAIDE, South Australia, }
Sept. 27, 1892. }

Messrs. Geo. P. Rowell & Co.:

You will receive a money order for \$1. Please send us PRINTERS' INK for one year, and oblige

Yours faithfully,
J. C. GENDERS & Co.

\$10 FOR \$1.

THE SUNDAY TELEGRAM, {
LAWRENCE, Mass., Nov. 1, 1892. }

GENTLEMEN—Here's another dollar for the ten dollars' worth of valuable suggestions in PRINTERS' INK.

Yours,
WIN. G. MERRILL,
Mg. Ed. *Telegram*.

HELPING TO BROADEN A GOOD INFLUENCE.

VAN GORDER & LLOYD,
Real Estate, Insurance and Loans, }
PITTSBURGH, Pa., Nov. 5, 1892. }

PRINTERS' INK:

We have been particularly well pleased with PRINTERS' INK so far, and want our subscription renewed to January 1, 1894. We have induced one of our enterprising neighbors to subscribe also, and enclose check for \$2 to pay the bill.

Yours truly,
VAN GORDER & LLOYD.

FOR THE CURIOUS.

From Spearfish (S. D.) Bulletin.

A New York newspaper has started a "Young Men's Page." As most of the pages in the Sunday press are edited with a view to delighting curious masculinity, perhaps the young men's page will prove entertaining to young women.

POSTHUMOUS WORDS FROM A PETRI- FIED MAN.

From the Omaha Morning World-Herald.

It was discovered on Wednesday that the right hand of the petrified man lately found at Chadron grasped a small iron box, which was removed by means of a cold chisel and opened. In it was found a strange manuscript, apparently faded, and it was deciphered only by long and patient effort. It was written in the old English style. The following extract, reduced to modern English, is but a small portion of the document, but it gives an insight to the causes leading to the death of the man:

"Only a few years ago I was considered a sound and healthy man, and believed myself to be one. But one evil day my wife wrapped my lunch in an old newspaper which we had brought with us from England, and at noon, while eating, I commenced reading an advertisement which stated that when one experienced ringing in the ears, that tired feeling, dizziness, distress after eating, shooting pains in the left lung, dimness of vision, and palpitation of the larynx, it was a sign that the subtle shafts of disease had attacked him, and that his only hope of avoiding an early grave was by taking Dr. Hankum's Cold-Handled Pills according to the directions on the box. Imagine my grief and consternation! I had experienced all these symptoms and the crushing fact came home to me that I would soon be a pallid corpse unless I secured some of Dr. Hankum's Pills.

"But how was I to get them? I was a poor man; but my wife had a few trinkets, heirlooms they were, and so I rushed home and explained matters to her. She wouldn't believe that I was seriously ill, but at last consented to sell the trinkets, and with the proceeds I bought the pills. Of course I ceased work: a sick man cannot toil. And we grew poorer and poorer, until there was nothing to eat in the house. I sold the house to buy more pills and some of the doctor's Extract of Red Elm, but I kept growing worse, and my wife left me and went to her parents, and I finally became a physical wreck, with a craving for pills which nothing could appease. Now that I can purchase no more pills I am about to commit suicide, for life without them is unendurable.

"Ah, me! Had I never read that advertisement I might now be well and strong with my loving friends about me. Reader (if this ever finds a reader), if there is a ringing in your ears, let her ring! If you have shooting pains in your lungs, let 'em shoot! Worry not over that tired feeling or distress after eating! And beware of Dr. Hankum's Extract of Red Elm!"

FREE COPIES FOR THE ADVERTISER.

From the York (Neb.) Republican.

Some of our neighbors of the press object to furnishing their advertisers with a copy of their esteemed publications without charging the usual price. Of course if they can't afford to advertise. We like to advertise. We believe in it. It isn't an absolute necessity to success, but the judicious advertiser succeeds better with its aid than he can without it. So we put our paper into the hotels and barber shops and Y. M. C. A. rooms and other public places. It is our advertisement and it pays us more than it costs us. We furnish a copy to our advertisers because they are entitled to it. If we advertise for a foreign business house, we are compelled to send the paper, that our customer shall see the work we are doing for him. By what rule in equity shall we deprive the home customer of the same privilege?

WRITING SLANG.

From the Virginia (New) Chronicle.

In a newspaper office the other day I heard the city editor lecturing his staff on the use of slang in copy. "The English language, gentlemen," he said, "is copious enough to supply words for all the ideas your great brains originate, and there's no need of your resorting to the *argot* of the sidewalks and the saloons when you write for a great metropolitan daily. Merely because the editorial writers of the town have gone crazy over politics and are blackguarding each other like pickpockets is no reason why the gentlemen of this local staff should not preserve their self-possession and retain their dignity. I want no more slang, and I won't have it. Hullo, Bill, what's the sensation?"

This last was addressed to a rather excited young man who had entered hastily.

"Oh," answered Bill, "Election Commissioners, you know."

"In the boys' hair again, as usual?"

"Yes, Smiley on his ear kicking up a dust, and Judge — beeing like blazes."

"Squealing again, eh?"

"Like a stuck pig, and Dwyer churning up the mud from the bottom as he sailed. Is it worth two columns?"

"You bet," cried the city editor, enthusiastically. "Dandy story. Keelhaul the whole gang and set 'em splitting cat cotton. Sling yourself on it, Bill, and paralyze the outfit."

Then the city editor walked into the next room in a cheerful frame of mind and dictated to the typewriter a notice for the local-room bulletin board forbidding the employment of slang by the reporters.

VERY NON-COMMITTAL.

From the New York Times.

Everybody smiled the other afternoon at Miss Parloa's adroitness in one of her cooking lectures at the Food Exhibition. Somebody inquired as a cake was being made, "What baking powder do you use?"

Miss Parloa smiled a little out of the corners of her eyes and went gravely on sifting flour. "Really," she said after a moment's pause, "the label is off my can. I don't seem to recollect either whose it was. Any good baking powder may be used."

She was far too clever to be trapped into saying something in favor of any one cooking material while lecturing under the auspices of a grocers' exhibit.

WRITES ONE THING AND THINKS ANOTHER.

From the Virginia (New) Chronicle.

There are few things more interesting and enlightening than the talk of a newspaper office, in contradistinction to the utterances of the journal issued from it. The men during a political campaign, for illustration, know most of the candidates of their party so well that they become incensed at the printed view of them. It is quite usual to find that the entire staff of a Republican journal has voted the Democratic ticket, or vice versa. It is their revenge for the complimentary lying they have had to do with their pens. A few evenings ago an editorial writer was scratching out lines from his manuscript and putting others in, and swearing horribly while both at his theme and at the managing editor for having assigned it to him. It was an article about some church movement, to be treated in a quietly, laudatory, sympathetic vein. Yesterday the editorial writer

handed me a letter from a clergyman thanking the paper in emotional terms for its noble stand and expressing his joy at such evidence of profound Christian feeling, so grandly and reverently voiced, in a secular journal. It really was well written—grave, earnest, simple and graceful. "I wonder," said its author, smoking his pipe and grinning, "I wonder what that parson would think of me and the paper if he had heard my language while I was brewing that small beer?" Nevertheless a few minutes afterward he was bending above a file reading his own article over again, and his intelligent countenance wore an expression of approval.

PERSECUTION INDIGNE
ET ILLÉGALE.

From Montreal Le Monde.

Tout le public annonceur s'intéresse en ce moment à la persécution indigne et illégale que font les autorités postales à cet utile et intéressant petit journal, *Printer's Ink*, que rédige avec une grande autorité M. John Irving Romer. M. Wannamaker n'a pas à s'immiscer dans les affaires d'administration d'un journal, au point de contrôler ses listes d'abonnés et de limiter sa liste d'échanges. Quand un éditeur place un journal sur sa liste d'échanges, c'est qu'il considère que cet échange a, pour lui, la valeur du montant de l'abonnement qu'il fait payer à un abonné régulier—quand cet échange, ce qui arrive fréquemment, ne représente pas pour lui beaucoup plus que le prix de l'abonnement.

Pour nous, il y a là, de la part de l'administration des postes à Washington, une atteinte grave à la liberté de la presse et aux droits des citoyens. Ce système inquisitorial que l'on prétend appliquer au *Printer's Ink* est illégal, odieux et indigne d'un pays de progrès et de civilisation.

Der Fluch der bösen That.

From the Evansville (Ind.) Demokrat.

"*Printers Ink*", ein kleines, nichtsbedeutendes aber reichhaltiges und im Interesse der angehenden Welt in New York und London erscheinendes Journal, hat vor den Augen Bruder John Wannamakers, unseres christlichen Generalpostmeisters, keine Gnade gefunden und in seiner, auch wer weiß welcher Quelle stammenden Weisheit hat er beschlossen, dasselbe fortan nicht mehr unter Postfachen zweiter Klasse gleich anderen Zeitungen und Zeitschriften in seinem Departement passieren zu lassen. Die Gründe, welche er hierfür angiebt oder vielmehr damals angegeben hat, sind wenig stichhaltig und verrathen eben nur seinen engherzigen Charakter und die Angst, sein fettes Amt demnächst einbüßen zu können. Literatur, welche die Administration des Herrn Harrison verherrlicht, fand vor Bruder John's Augen, egal, in welcher Art sie gefast, weit größere Gnade. Nun, Herr Wannamaker wird nur noch wenige Monate Zeit haben, sich seiner fleintlichen Chifane zu freuen; die Herausgeber des "*Printers Ink*" werden in diesem Bewußtsein Genußnahme finden, die ihnen kein rechtlich denkender Mensch verargern kann. Der Fluch der bösen That hat eben nicht nur Herrn Wannamaker mit seinen fleintlichen Malicen, sondern auch die gesamte Partei, deren würdiges Mitglied er ist, getroffen.

A LONG TIME TO WAIT.

MANUFACTURERS' OIL Co.,
Manufacturers of Cylinder and
Machinery Oils.

CLEVELAND, O., Oct. 27, 1892.

Messrs. Geo. P. Rowell & Co.:

Enclosed find \$1 to push my subscription to PRINTERS' INK along one year from May 20, 1893. Continue to send it to my residence address, No. 18 Brevier street.

Whenever the Prohibition party, of which I am a member, shall get into power, I am confident that PRINTERS' INK will be mailed from the New York office at second-class rates. There is no question in the minds of fair-minded people as to what rates you are entitled to.

O. L. DOTY.

PROMPT DELIVERY DESIRED.

482 Orange Street, NEWARK, N. J.

PRINTERS' INK:

Here's your dollar. All the favor I ask is, send me the paper as soon after it's printed as possible. Yours,

C. BUNNELL.

WANTS.

Advertisements under this head, 6 lines (36 words) or less, one time, \$1.00.

WANTED—Canvassers to obtain subscriptions and advertisements. Address PRINTERS' INK, 10 Spruce St., New York.

DIRECTORY PUBLISHERS, please send circulars and price list of your directories to U. S. ADDRESS CO., L. Box 1407, Bradford, McKean Co., Pa.

75 IN PRIZES for advertisements of "Business." Send 2c. stamp for particulars, addressing "A.," care of BUSINESS, 78 Reade St., New York.

REAL ESTATE DEALERS who advertise at all should write us for our method of reducing expenses with first-class service. GREY & LANGSTAFF, Box 119, Brooklyn, N. Y.

POSITION as business manager on a live daily or weekly paper. Have had over nine years' experience in the business. Best of references. Address "NEWTON," care Printers' Ink.

WANTED—On a new weekly, stenographer and typewriter with literary facility. Must hold \$500 of the capital stock. Salary, \$15 a week. Address "JOURNALISM," care of Printers' Ink.

WANTED—The address of any one who doubts the merits of "Footline," for tender, sweaty, odorless feet, soft corns, chilblains and bunions. We will send them proof. B. V. LUDLUM & CO., Swanton, O.

PURCHASER for New England weekly newspaper and job office in city of 9,000. Business \$10,000. Price reasonable. Owner seeks warmer climate by advice of physician. Address "CLIMATE," this office.

POSITION wanted by a young man as foreman in first-class country newspaper and job office. Steady and reliable. Vicinity of Boston preferred, but would leave State. Address "P. X. Y.," care Printers' Ink.

WANTED—Purchaser of Democratic weekly in growing Southern town of 14,000. Owner has been elected to office and cannot attend to it. Price, \$2,500; \$1,500 cash. A bargain. Address Box 709 Asheville, N. C.

A CINCH FOR GROCERS. Every grocer in the U. S. and Canada will hear of something to their profit and advantage by sending at once to us for particulars. GREY & LANGSTAFF, P. O. Box 119, Brooklyn, N. Y.

WANTED—A whole or part interest in a proprietary article, or a position as manager; experienced in every department, including the printing. Address, with particulars, to "COMPETENT," care of Printers' Ink.

JEWELERS—You can reduce your regular advertising expenses considerably by writing us for particulars about our new scheme. GREY & LANGSTAFF, P. O. Box 119 Brooklyn, N. Y.

WANT ADVERTISEMENTS in PRINTERS' INK under this head, six lines (thirty-six words) or less, will be inserted one time for one dollar. For additional space, or continued insertions, the rate is 75 cents a line each issue.

WANTED TO SELL—A well-established newspaper and job office. Only Republican paper in Republican county of 15,000. Splendid opening for business. Terms reasonable. Address "Q. & X.," care Printers' Ink.

A PRINTERS' INK BABY OLDER THAN ITS DAD.—WANTED—Publishers and advertisers to send ten cents for sample copy and adv. rates of THE INK FIEND, Chicago. Oldest publication devoted to advertising in the field.

WANTS TO SELL—Cheap for cash, one improved country Frothy printing press. Been used three months. In perfect order. The price will astonish you. Write us for particulars. W. J. CARTER & BRO., Dublin, Ga.

RETAIL DRUGGISTS in United States and R Canada should send at once for our unique plan of advertising. The best advertisements at the very lowest figures. Write to GREY & LANGSTAFF, P. O. Box 119, Brooklyn, N. Y.

ALL HARDWARE DEALERS who advertise at all should write us promptly about our new terms and service. The cheapest lines of regular advertising ever offered. Address GREY & LANGSTAFF, P. O. Box 119, Brooklyn, N. Y.

THE COLLIN COMPANY, Syracuse, N. Y., will soon publish a Splendid Family Magazine (Monthly and Illustrated), the price of which will be One Dollar per year. Ten Cents for Single Copies. Large subscription list wanted.

WHICH progressive publication requires a man for advertising, circulation and sub-editing, or any of these? Advertiser has above experience, and acts now as a New York Special Agent. Address "S. T.," care of Printers' Ink.

WANTED—First-class agents in all the States. Liberal contract given to capable and reliable men. Address EDUCATIONAL PROVIDENT COMPANY, 631 Lumber Exchange, Minneapolis, Minnesota, for circulars, with references.

WANTED—Your order for fac-simile of signature. Send us \$1.00 and your autograph, written with ink, and we will mail wood engraving and rubber stamp exactly duplicating the writing. SOUTHWORTH BROTHERS, Portland, Me.

SOLICITING advertisements has been my only business for twenty years. During that time I have represented many well-known publications. I desire the Eastern agency of a few first-class journals. For particulars address "A. S.," Printers' Ink.

WANTED—Competent advtg representative, whose time is not fully occupied, in every large city for trade publication; oldest in its line; now pushing invaluable features. Also man as special agent in Boston. Address P. O. Box 3790, N. Y.

WANTED—Old postage stamps and stamped envelopes. Highest cash prices paid. \$100.00 for a certain stamp; \$50.00 for a certain stamped envelope. Send two two-cent stamps for list of prices we pay. MONUMENTAL STAMP CO., Baltimore, Md.

WANTED—The address of a purchaser for a Cranston two-revolution cylinder press and a Dexter folder attached. Guaranteed to be in perfect condition. Must sell within the next 30 days. Unparalleled bargain. J. B. FOUND, Chattanooga, Tenn.

ALL FURNITURE DEALERS wanted to write us promptly about preparing their ads. We have a new idea which they can avail themselves of at slight cost. Cheaper than any other lines. Address GREY & LANGSTAFF, P. O. Box 119, Brooklyn, N. Y.

GENTS' FURNISHERS AND OUTFITTERS WANTED. If you want something decidedly new and very cheap in the advertising line, drop us a letter or postal card for particulars now. GREY & LANGSTAFF, P. O. Box 119, Brooklyn, N. Y.

A LIVE, wide-awake Western rustler wants a position as business manager of a good daily or weekly. Expects first-class salary and will earn it. Been in the newspaper business seventeen years and is Al. Address "W. D. E.," care of Printers' Ink.

A RTIST in "pen and ink" work or wash-drawing, would furnish sketches for advertising or other purposes. Send copy, with instructions and I will return drawings on approval. Rates very reasonable. Address CLIFTON S. WADY, Somerville, Mass.

W ANTED—Additional capital to properly develop an important patented device as indispensable in all modern office buildings as a mail chute or a passenger elevator. Address EDWARD MARKELL, Pres. M. H. L. B. Co., 12 St. Paul St., Baltimore, Md.

M ICROSCOPE!—Any one possessing an instructive and interesting collection of prepared slides, suitable for a Binocular microscope of good power, may find a purchaser for the entire collection by addressing N. PALMER, 19 Hudson St., New York.

F REEMASONRY exposed and explained, by Capt. Wm. Morgan. The most striking and interesting book ever published; sample copy to agents and booksellers, 50c.; big money; agents wanted. MARIGOLD PUBLISHING COMPANY, 84 Madison St., New York.

M YSTERIES OF MASONRY—By Col. Crafts. A guide through all degrees, both ancient and modern, from the entered apprentice to Prince of the Royal Secrets. Sample copy, 50c. Agents wanted. MARIGOLD PUBLISHING COMPANY, 84 Madison St., N. Y.

B OOT AND SHOE DEALERS everywhere are invited to write us and learn something to their decided advantage and profit. Advertising expenses reduced. Save money and get first-class service during 1893. GLEY & LANGSTAFF, P. O. Box 119 Brooklyn, N. Y.

W ANTED—Advs. for the LYNN WEEKLY SOUVENIR AND ILLUSTRATED PREMIUM CATALOGUE. Out about Dec. 15. Circulation, 10,000, guaranteed. Rates, \$1.50 per inch. 1 col. wide; no discount. Address LYNN WEEKLY PUBLISHING CO., Lynn, Mass.

E NGGLISH BUSINESS can be developed if you have a special representative on the spot. I am prepared to act on behalf of a few exceptionally high-class American publications. For particulars and references address F. W. SEARS, 138 Fleet St., London, England.

W ANTED—Responsible agents who understand selling a good article. Would prefer parties who are somewhat acquainted with electricity. A good chance for the right man. Write to us for particulars. ARNOLD NOVELTY COMPANY, Box 1106, Tacoma, Wash.

W ANTED—General agency for some new and useful article or tool, adapted and intended for the use of farmers, fruit-growers or poultry raisers. Must pay large profit. Have facilities for making many sales if right thing is offered. GEORGE Q. DOW, North Epping, N. H.

\$2,000 WILL secure the control of a thriving Ohio daily and weekly paper, with job office, and situation as manager, with salary of \$1,200; or \$4,000 will purchase a country weekly with job office paying \$3,000 a year net. Address "No. 444," care Printers' Ink.

P UBLISHERS desiring services of expert circulator, graduate circulation departments New York World and Recorder, and pupil of Stephen J. Richardson, the most successful circulator in the newspaper world, may address, stating salary, "Modern Methods," Printers' Ink.

T HE SOUTH—Faith, Hope and Charity. Circulation, Rates and class of readers. The last is greater than the first in both cases. In the South these three pillars that hold up successful advertising we know, others guess. SOUTHERN STATES ADVERTISING BUREAU, Nashville, Tenn.

"EVERLASTINGLY AT IT BRINGS BUSINESS." Advertising pays; is successful when you send enquirers personal letters, convincingly written. They produce results. An inexpensive, efficient duplicating apparatus facilitates correspondence. Ask for particulars of EXPRESS DUPLICATOR, 3 Day St., New York.

W ANTED to represent in London, leading American publications. Good office facilities in newspaper center. Address for particulars, F. W. SEARS, 138 Fleet St., London, England.

P ROOFREADER—Excellent and experienced in law, book, job and newspaper reading, will be at liberty for engagement after Jan. 1; practical printer; would assist in preparation of copy if desired. Address "PROOF," care Printers' Ink.

A DIRECTORY GRATIS.—Librarians or others interested in newspaper statistics and not supplied with the 1891 edition of the American Newspaper Directory, may have a copy gratis on application, as there are a few on hand of no commercial value since the edition for 1892 was issued; will be delivered free to bearer or express company. Address AMERICAN NEWSPAPER DIRECTORY, 10 Spruce St., New York.

BILL POSTING & DISTRIBUTING.

Under this head, 2 lines (12 words) will be inserted 3 times for \$1.00.

C IRCULARS distributed \$1.00 per M.; nine States. E. J. WORST, Ashland, Ohio.

A LL kinds of adv. matter distributed and mailed. DEANE & BRAND, Cuba, N. Y.

C IRCULARS, Books, &c., distributed for \$1.50 per M. ROBERT CHEESMAN, Bridgton, N. J.

A DV. MATTER distributed. Circulars mailed. CHAS. H. MARTIN, Myrtle Ave., Balt., Md.

B ILLS, books, papers, samples, etc., distributed for \$2.50 per M. Address NEWS, Youngstown, O.

C IRCULARS, samples, etc., distributed in Indiana towns. \$2.50 per M. RECORD, Brownburg, Ind.

A LL kinds advertising matter carefully distributed. NIXON BROS., Peoria, Ill. Population, 60,000.

F OR the purpose of inviting announcements of the addresses of local bill posters and distributors, two lines (12 words) or less will be inserted three times under this heading for one dollar, or three months for five dollars. Cash with the order. More space 75 cents a line each issue.

ADVERTISING NOVELTIES.

Advertisements under this head, 6 lines (36 words or less), one time \$1.00.

W E HAVE IT. You can reach 480,000 consumers by our system for \$10.00 cash. We guarantee the 480,000. For particulars address F. STOKES & CO., 119 & 121 North 4th St., Philada.

N EW PROCESS of Embossing from Type. Cost reduced one half. Sample order of 1,000 Packet Heads and 1,000 Envelopes complete for \$10.00. GRIFFITH, AXTELL & CADY CO., Holyoke, Mass.

C HRISTMAS ADVERTISING PAGE. Unique, artistic, good for any number of ads. for pages from 5 to 9 columns, or any odd-sized space; price less than half others. Send for proof. CHAS. W. HARPER, Columbus, Ohio.

\$30 CAN be made on our CHRISTMAS ADVERTISING PAGES (6 col. or larger) papers. Late designs, mortised for 24 ads. Send stamp for proof sheets and prices. FRANK L. WILLIAMS, 911 Woodland Ave., Cleveland, Ohio.

L OCAL advertising pays, if U choose a proper medium. Will send specimen of what I use, on receipt of 5 blue stamps. No fake. Have seen same in use 17 months after day of circulation. Small cost. Sure return. W. H. WRIGHT, Jr., Buffalo, N. Y.

A DVERTISERS that desire to use Yard Sticks, Rulers, Dominoes, Thermometers, or Board Signs, and wish to purchase direct from the original manufacturers of these specialties, should address NATIONAL ADVERTISING CO., Seneca Falls, N. Y.

E MBOSSSED PRINTING. The latest improved process in beautiful bronzes. Cheaper than lithographing. Sample order 1,000 packet-heads, 1,000 safeguard envelopes, complete, \$9.25. Address all orders to headquarters. GILLAN'S SONS' COMPANY, Philadelphia.

BRASS EDGE OFFICE RULES for advertising purposes. NATIONAL ADVERTISING CO., Seneca Falls, N. Y.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 6 lines, 36 words or less, will be inserted under this head once for one dollar. Cash with order. More space or continued insertions 75 cents a line each issue.

ADDRESSES AND ADDRESSING.

Advertisements under this head, 6 lines (36 words or less), one time \$1.00.

JOHN T. MULLINS' MAILING AGENCY, Faulkland, Del. \$2 per 1,000.

DON'T buy "cheap" agents' addresses when we have the "substantial cream" daily. We can furnish them in any State. No two parties have same lists. Specialty 13 years. Write us. S. M. BOWLES, J. P., Woodford City, Vermont.

PERSONS who have facilities for bringing advertisers and consumers into contact through lists of names and addresses may announce them in 6 lines, 36 words or less, under this head once for one dollar. Cash with order. More space or continued insertions 75 cents a line each issue.

ADVERTISING MEDIA.

Advertisements under this head, two lines or more, without display, 75c. a line.

G RIT

SPOKANE SPOKESMAN.

BUFFALO TIMES proves over 33,000 circulation. It will pay you.

AGENTS GUIDE, New York. The leading agents' paper. Send for copy.

CHICAGO—THE MEDICAL ERA—It reaches doctors; all are good buyers; go into it.

BOSTON HOTEL GUIDE is printed on heavy super-calendered paper. Cuts look well.

"PUT IT IN THE POST." South Bend, Ind. Only morning paper in Northwest Ind.

MEDICAL BRIEF (St. Louis). Largest circulation of any medical journal in the world.

DEWEY'S Canada List (60 papers); adv. rates 30c. line. D. R. DEWEY, Hamilton, Can.

SUCCESS, the popular family magazine, 35c. a line. AMERICAN PRESS CO., Baltimore.

THE COUNTRY YOUTH, Milwaukee, Wis. 5,000 readers. Reaches farmer boys. 5 cents a line.

\$1.50 For 5 lines 36 days, 6 days, 50 cts. ENTERPRISE, Brockton, Mass. Circ. 7,000

ADVERTISERS' GUIDE. Mailed on receipt of stamp. STANLEY DAY, New Market, N. J.

IT IS BIGGER — THE TERRE HAUTE EXPRESS—than any paper in Indiana outside Indianapolis.

THR New Year's issue of THE SENTINEL, Hazleton, Pa., will be 75,000 copies. Three dollars an inch throughout.

BE independent. Own your own newspaper. Send for estimates to PICTORIAL WEEKLIES CO., 28 West 23d St., New York City.

TRY OUR LIST—50 papers; circ. 100,000 monthly. Reaches families New England, N. Y., Pa. 25c. line. TIMELY TOPICS, Boston, Mass.

KANSAS is thoroughly covered by THE KANSAS WEEKLY CAPITAL, Topeka, Kan., the leading farm and family newspaper of the State.

OUR RATES are so low (10c) we can't buy a page ad. We prove 20,000 circ'n. Sample free. ILLUSTRATED WEEKLY, Topeka, Kansas.

THE PEOPLE'S ILLUSTRATED JOURNAL (monthly), New Orleans, La. A Southern family magazine, it reaches Sou'n homes. Adv'tise!

THE NEW ALBANY GAZETTE, a red-hot eight-page paper, covers the field of North Mississippi. Rates low. Try it. H. E. BLAKESLEE, Publisher, New Albany, Miss.

COLUMBUS, Central, Southern, and Southeastern Ohio offer a rich field for advertisers. THE OHIO STATE JOURNAL—Daily, 12,000; Sunday, 17,000, and Weekly, 25,000—cover the field.

ZANESVILLE is the largest brick and tile city in Ohio. THE NEWS is the only Sunday paper. Established ten years and outlived four rivals. Put it on your list. THE NEWS, Zanesville, Ohio.

41,102 Copies of THE DALLAS MORNING NEWS were issued the day after the election. Starting with the prestige of its parent, THE GALVESTON NEWS, this infant wonder has grown so that it runs daily at its own expense two special trains a distance of 106 miles, and at the age of 7 presents the above unparalleled record.

CLASSIFIED ADVERTISEMENTS in PRINTERS' INK begin with a two-line letter, but have no other display. Under headings of Advertising Media, Supplies, Miscellaneous and For Sale the price is 75 cents a line each issue. Under heading of Wants, Bill Posting and Distributing, Advertising Novelties, Addresses and Addressing, Illustrators and Illustrations and Advertisement Constructors, 6 lines (36 words or less) will be inserted once or two lines (12 words or less) three times for one dollar if the cash accompanies the order. Additional space or insertions charged 75 cents a line each issue.

ILLUSTRATORS AND ILLUSTRATIONS.

Under this head, 2 lines (12 words) will be inserted three times for \$1.00.

F. K. HOUSTON—Advertisement Illustrator, 324 Broadway, New York.

SEE "Artist Lincoln" Work of highest excellence. 28 W. 30th St., N. Y.

IDEAL ILLUSTRATIONS—Drawn to order. Send for Book. A. MEYER, 173 E. 74th St., N. Y.

CHRISTMAS adv. page: new features; cheapest; write. CHAS. W. HARPER, Columbus, O.

SUPERIOR Mechanical Engraving. Photo Electrotype Eng. Co., 7 New Chambers St., N. Y.

ADVERTISEMENT CONSTRUCTORS.

Advertisements under this head, 6 lines (36 words) or less, one time, \$1.00.

G. H. & C. C. HOPKINS, Artesian, South Dakota, can give you some good IDEAS for advertising. Series of 12, \$2.50. Satisfaction guaranteed. Send space, business and cash. We do the rest.

NEWSPAPER writer, New York, Boston, Chicago papers, aged 31, college-bred, will represent reputable business enterprises in literary capacity in California this winter; specialties, advs., editorials, write-ups, books, anything practical; high references as to character and ability. Address "X," Box 1905, Boston.

MISCELLANEOUS.

Advertisements under this head, two lines or more, without display, 75c. a line.

STENOGRAPHERS furnished without charge for my services. W. G. CHAFFEE, Oswego, N. Y.

SUPPLIES.

Advertisements under this head, two lines or more, without display, 75c. a line.

VAN BIBBER'S.

LEVEY'S INKS are the best. New York.

LEVEY'S INKS are the best. New York.

PAPER CUTTERS.—Those manufactured by the HOWARD IRON WORKS, Buffalo, N. Y., are the best.

PRESS CLIPPINGS supplied. HENRY ROEMEKE, 110 Fifth Ave., N. Y. Tell you all about it by mail.

PAPER DEALERS—M. Plummer & Co., 141 William St., N. Y., sell every kind of paper used by printers and publishers, at lowest prices. Full line quality of Printers' Ink.

FOR SALE.

Advertisements under this head 75 cents a line.

PREMIUMS FOR NEWSPAPERS. EMPIRE CO., 146 Worth St., New York.

STAMPS FOR COLLECTIONS—Send for lists. E. T. PARKER, Bethlehem, Pa.

\$1 BUYS 4 LINES. 50,000 copies PROVEN. WOMAN'S WORK, Athens, Ga.

FOR SALE—Vertical 10 H. P. Engine. In good order. MANN & CO., 48 Murray St., N. Y.

HANDSOME ILLUSTRATIONS for papers. Catalogue, 25c. AM. ILLUS. CO., Newark, N. J.

A SMALL manufacturing business, with a printing office; price, \$4,500; \$3,000 cash. Address "J. T. C." Printers' Ink.

500 SHARES of stock (par value, \$10 each) of a prosperous stock company for sale or exchange; whole or part. Jenkins, Printers' Ink.

\$6000—HALF CASH, takes the only Democratic paper (daily and weekly) in the finest town in New York State. Address "QUICK," Printers' Ink.

FOR SALE—A copy of the American Newspaper Directory for 1892. Price five dollars. Sent carriage paid. Address GEO. F. ROWELL & CO., Publishers, 10 Spruce St., New York.

100,000 Agents' addresses, printed and gummed. We sell of any State at \$2.00 1,000, and pay forfeit 4 cts on each returned "dead." Try 1,000. AGENTS' HERALD, Phila., Pa.

FOR SALE—A first-class Republican afternoon daily and two strong weeklies, in a growing town of 11,000; capital stock, \$15,000; whole or controlling interest may be taken, as purchaser elects; some cash and good security required. "QUICK," care Printers' Ink.

4000 NEW AGENTS' NAMES Sent for 25 cts. P. O. Box 3046, Boston.

PIANOS, in exchange for space. Dan'l F. Beatty, Wash'gton, N. J.

PATENTS W. T. FITZGERALD, Washington, D. C. 44-page Book FREE.

WE have the best premium books ISSUED. Send for proofs of advg. electrots. EXCELSIOR PUB. HOUSE, 29 Beckman St., N. Y.

BOSTON. "Cottolene," "Lydia Pinkham," etc., etc., like my ads. So would you. A. E. SPROUL, 658 Washington St.

WOOD CUTS and PROCESS PLATES PETRI & PELS. SEND FIVE CENT STAMP FOR CATALOGUE.

12 For a Nickel STEEL PENS SPENCERIAN, 810 B'way, N. Y.

\$1,000.00 PAID IN PRIZES FOR POEMS — on Esterbrook's Pens. 48 prizes. Send for circulars. Contest open till Dec. 31. ESTERBROOK STEEL PEN CO., 28 John St., N. Y.

ELECTROTYPING for Advertisers. Send to the Manufacturer for estimates. A. MUGFORD, Hartford, Ct.

"TRADE INCREASERS." Every live local advertiser wants 'em; cheap; attractive; effective. Write to CHAS. W. HARPER, Columbus, O.

THE EVENING JOURNAL, JERSEY CITY, N. J. Circulation, 15,500. Advertisers may it pay.

PATENTS HOPKINS & ATKINS, Washington, D. C. 20 years' experience. Write for information.

6000 New Agents' Names for 25c. Western Mailing Agency, St. Louis, Mo.

GERMANIA Magazine for the study of the German lang. and lit. For sample copies, rates of advertising, etc., address GERMANIA, Manchester, N. H.

WASHINGTON CARVED SIGN CO., 924 G St., N. W., Washington, D. C. DESIGNS FREE. WRITE.

The Delta.

THE BEST PAPER IN NEW ORLEANS.

\$1.00—Visiting Cards. We will engrave a copper plate and print 50 visiting cards for \$1.00. Samples, 4c. Satisfaction guaranteed. For 10c. we will mail copy of our book, "Card Etiquette." BELLMAN BROS., Toledo, O.



YOUTH'S LEADER, NEW HAVEN, CONN. Over 40,000 copies monthly. Advertising, 20 cts. per agate line.

LOUISVILLE WEEKLY AMUSEMENT BULLETIN. Circulation 5,000 weekly. For free distribution at all local hotels, clubs and public resorts. Room 8, No. 149 W. Main St., Louisville, Ky.

Kate Field's Washington, Is read by intelligent people who pay their bills. Are these the people you want to reach when you advertise? Washington, D. C.

DON'T

Order any kind of cuts for printing until you have heard from us. It will pay you to write us. CHICAGO PHOTO ENG. CO.

"Small Talk About Business."

A banker's business helps for men and women. A rich gift for old or young. Paper 40, cloth 75 cents. Write for free Index circular. FREMONT PUBLISHING CO., Fremont, Ohio.

Advertisers Can Save Many a Dollar

by watching Cost and Result Tables, published in the ADVERTISERS' GUIDE, mailed free for one year upon receipt of 15 cents to pay postage. Send stamp for sample copy. STANLEY DAY, New Market, N. J.

I write primers;—advertisements. You pay me. They do, you.

E. A. WHEATLEY, Chicago, Ill.



\$22. FIRST-CLASS CURTAIN DESK. Four and a half feet long. Unlimited variety in stock and to order. American Desk & Seating Co. 270-272 Wabash Av., CHICAGO, U. S. A.



WIRE RACKS For holding Papers, Letter Files, Anything. Clean, Light, Strong, Portable, Cheap. In use all over U. S. Send for catalog and testimonials. POPE RACK CO., St. Louis Mo.

THE HOME CIRCLE, ST. LOUIS, MO. 75,000 Copies Each Month. An exceedingly desirable medium for GENERAL ADVERTISERS. THE HOME CIRCLE PUB. CO., St. Louis, Mo.

THE SPOKANE SPOKESMAN

has 75 per cent more paid subscribers than any other daily paper published within 300 miles of Spokane, Wash.

PUBLIC OPINION

Always pays
Advertisers.
Washington,
New York.

HEROLD DES CLAUBENS

Catholic German Weekly published at St. Louis since 1850, gives best value to advertisers. Rates lowest and no "cutting." If you advertise in German papers, or if you intend to (all wide-awake advertisers do), do not omit the HEROLD DES CLAUBENS and take no substitute.



PUBLISHERS DESIRING BICYCLES

For themselves, employees or for use as premiums on procure same from us on favorable terms, and pay part cash and the balance in advertising. We handle all makes, new and second-hand, and sell everywhere. Catalogue and terms free. ROUSE, HAZARD & CO., 2 X Street, Peoria, Ill.

San Francisco Bulletin.

Established 1855.

Largest Evening Circulation in California.

High character, pure tone,
FAMILY NEWSPAPER.



How to Make RUBBER STAMPS.

Use Latest Improved Process
and a New York Vulcanizer. Cir-
culars free. BARTON MFG. CO.,

338 Broadway, New York.

Dodd's Advertising Agency, Boston, or
265 Washington Street, or
World Building
N. Y.
City.

Send for Estimate.

RELIABLE DEALING CAREFUL SERVICE.
LOW ESTIMATES.

Auburn Daily Gazette

AND

Turf, Farm & Home.

AUBURN GAZETTE CO., Publishers.

GOOD RETURNS.

Advertising in England,
European Continent, Etc.
SELL'S

ADVERTISING AGENCY, L't'd.

Capital, \$250,000. Henry Sell, Manager, (editor and founder of "Sell's World's Press.")

Full particulars regarding British or European Advertising, sample papers, rates, etc., at the London Office, 167-168 Fleet street, or at New York Office, 21 Park Row, Ground Floor.

We Conduct **NEWSPAPER**
ADVERTISING Agency.

WE GIVE TO ALL CUSTOMERS

Judicious Selections, Experienced Assistance, Prompt Transactions, Low Prices. **ADVERTISE** **STACK** **CONSPICUOUS** Positions, Unbiased Opinions, And Confidential Service.

CONTINUOUS ADVERTISING BRINGS SUCCESS!
ADVERTISEMENTS DESIGNED, PROOFS SHOWN AND ESTIMATES OF COST IN ANY NEWSPAPER FURNISHED FREE OF CHARGE.

J. L. STACK & CO., ST. PAUL, MINN.

Have You a London Agent?

High class American publications who desire to be represented in the English advertising field should address the undersigned.

We have known Mr. F. W. Sears, the representative of PRINTERS' INK in England, for several years, and can testify as to his integrity and honesty, and also his ability to represent any American publication in England.

(Signed) H. H. WARNER & Co., Limited.

The approach of the World's Fair in Chicago will awaken much interest in American matters and should make it possible to obtain considerable business from English sources.

F. W. SEARS,
138 Fleet Street, London, England.

PRINTERS' INK PRESS,

No. 8 Spruce Street,
NEW YORK,



Solicits Orders for - -

PRINTING

- - of Every Description.

Seventy-Five Per Cent

Of the more than \$30,000 of Advertising Orders already received by

= = = **PRINTERS' INK** = = =

For 1893 are

RENEWALS!



WE are now soliciting contracts for advertising in PRINTERS' INK for 1893, the year of the Columbian World's Fair.

We will insert a full-page advertisement in every one of the fifty-two issues in 1893 for \$5,200, or \$100 a page each issue, which is a reduction of 33½ per cent from the price demanded all through the year 1892. We will sell one-half page for \$2,600; one-fourth page for \$1,300; or a page once a month for \$1,200.

Yearly Orders Already Booked for PRINTERS' INK for 1893

1	COMFORT, renewal.....	half page,	\$2,600
2	SAN FRANCISCO EXAMINER.....	1st page,	7,800
3	E. C. ALLEN & CO., renewal.....	half page,	2,600
4	LEVY'S INKS, renewal.....	2 lines,	52
5	ATLANTIC COAST LISTS, renewal.....	3d page,	6,500
6	S. C. BECKWITH, renewal, once a month.....		1,250
7	AMERICAN ILLUSTRATING CO., Newark, N. J., renewal.....		52
8	PITTSBURGH (PA.) NATIONAL STOCKMAN, renewal, quarter page, 1 time a month.....		300
9	PHILADELPHIA PRACTICAL FARMER, renewal, 5 pages, 1 time.....		500
10	MANCHESTER (N. H.) GERMANIA.....	4 lines,	104
11	POPE RACK CO., St. Louis, renewal, 1 time a month.....	7 "	42
12	CHARLES W. HARPER, Columbus, O., renewal.....	4 "	302
13	WASHINGTON PUBLIC OPINION, renewal.....	4 "	104
14	HOPKINS & ATKINS, Washington.....	4 "	104
15	NEW YORK RECORDER, renewal.....	1 page,	5,200
16	SCRIBNER'S MAGAZINE, 1 time a month.....	quarter page,	300
17	JERSEY CITY JOURNAL, renewal.....	6 lines,	156
18	VAN BIBBER ROLLER CO., renewal.....	2 "	52
19	BAIRD CLOCK CO., renewal, every other week.....	quarter page,	650
20	PUBLISHERS' AND PRINTERS' SUPPLY CO.,		
	quarter page, 1 time a month, }		
	2 lines, 52 times.....		352
21	METEOR DISPATCH CO., every other week.....	12 lines,	156
22	TRUTH, St. Louis, Mo., one time a month.....	1 page,	1,200

\$30,228

During the year 1892 no edition of PRINTERS' INK has been so small as 50,000 copies.

In 1893 it is the intention to make the paper a little larger; that is to contain more pages, and it is hoped to introduce new features that will add to its influence; also to devote more attention than formerly to illustrations.

If you would care to make a contract for a page or less next year and wish to begin now, we will give free insertions for all the remaining issues in this year, commencing the charge with the first issue in January, 1893.

Address all communications to

GEO. P. ROWELL & CO., Publishers,
10 Spruce Street, New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

PUBLICATION OFFICES:

No. 10 Spruce Street, New York.

No. 138 Fleet Street, E. C., London.

Issued every Wednesday. Subscription Price: Two Dollars a year after Dec. 31st; single copies, Five Cents. No back numbers. Wholesale price, Three Dollars a hundred.

ADVERTISEMENTS must be handed in one week in advance. 75 cents a line; \$150 a page.

JOHN IRVING ROMER, EDITOR.

NEW YORK, DECEMBER 7, 1892.

SPECIAL NEW YEAR'S NUMBER.

Among the features which we are now able to announce for our Special New Year's Number are several in a new vein. These include the following:

"BANK ADVERTISING." By Hon. Thomas L. James (President Lincoln National Bank, New York, and Ex-Postmaster-General of the U. S.)

"HOW I RUN THE BUSINESS OFFICE OF THE 'ARIZONA KICKER.'" By C. B. Lewis (M. Quad).

"NEW YORK'S NEWSPAPER ROW." Handsomely illustrated from Photographs by Moses King.

"THE CONFESSIONS OF AN ADVERTISING MAN."

"ADVERTISING STYLES BURLESQUED." By G. A. Sykes.

"HOW AN ADVERTISEMENT IS WRITTEN." By Benj. H. Jefferson, Advg. Manager for Lyon & Healy.

AN ADVERTISING DUEL. Two well-known advertisement writers will each write an advertisement for a specified article and then criticise the other's work.

"STYLE IN ADVERTISING." By Joel Benton.

"SOME EXAMPLES OF ADVERTISING HUMOR." By John Irving Romer.

TWO PAGES OF IDEAS. By Various Writers.

"AN ADVERTISING TOUR." "Top O'Collum" will begin an interesting series of articles, going from one city to another, reproducing the noteworthy advertisements of each locality and commenting pointedly on them.

There will also be the usual quota of suggestive and practical matter contributed by leading advertising managers, experts, etc.

Orders for Advertisements should be sent in NOW.

A MISSIONARY circular recently issued at Los Angeles says: "The Evangelist will spend a short time at —, That church shall have our sympathy and prayers."

ONLY a plumber could have invented the following ingenuous appeal for custom, which appears as a "local" in a Western paper:

Fitzgerald, of 547 South Clinton avenue, will take your house in part payment for plumbing done on it.

"It is always best," says the *Troy Press*, "to conduct a paper upon the assumption that its readers are intelligent. In truth, that is the way to secure and retain intelligent readers." The *Press* prefaced the above bit of good sense by a reference to "the exceptional yet growing number of newspapers which believe that fidelity to truth and a sense of obligation to their readers should outweigh every partisan purpose."

ONE of the leading magazines lately surprised advertisers, if not the public, by coming out with a big double column announcement in the newspapers, not of the literary features in its holiday issue, but of the advertisements. A list of eighty-nine articles was catalogued with the simple caption: "Readers who are perplexed to decide what to give for Christmas should look over our advertising pages for particulars, with prices of many suitable articles." This strikes us as being a good idea, whether or not it was done with a view to the effect it might have upon its own advertisers.

OUR English correspondent recently described a new guessing scheme introduced by a London paper with considerable success. The publisher of the *New York Advertiser* borrowed the idea, which was to print a paragraph omitting one word and charge readers for the privilege of guessing at it, opinions being governed of course by the context. Although the word was such a simple one as "unsurpassed," only one person guessed it. Each competitor was required to send 25 cents with his guess, the entire amount thus collected going to the winner. The introduction of this scheme here has caused some talk among publishers as to whether it is not prohibited under the lottery laws.

Now that the New York *Herald* admits cuts and display type, the Brooklyn *Eagle* begins to look very lonesome with its straight-laced regulations expressing the budding genius of the enterprising advertiser. Since Mr. Bennett, who was the high priest of the old system, has fallen into modern ways, is it not time for a great paper like the *Eagle* to awake to the needs of the business community? PRINTERS' INK is confident that if its publishers were some day to make up a form with a few live advertising blocks scattered through, they would be so charmed with the effect that cuts and display type would be a fixture thereafter. It is true that the *Eagle* has within a month made a step in this direction by admitting certain light-faced display, as indicated in their specimen book, but much is still left to be accomplished. The popular De Vinne and Howland series that make the advertising pages of the popular magazine a typographical delight are still shunned by our neighbor across the bridge. The advertiser is no longer a vandal to be frowned down upon—he is a powerful coadjutor to be courted by even the most successful newspaper enterprises.

WHAT is the rule about display type and cuts that will produce the best newspaper—one that will look the best, pay the best and please most people?

It is this:

Make your lowest price for your smallest type set solid without display or position.

When a customer wants anything else let him have exactly what he wants, and pay for it. Try to arrive at a scale of charge for extras that will result in getting a uniform price for the same service, no matter to whom rendered.

The idea that a paper looks better without display type or pictures is antediluvian, but a paper that is all display and cuts, and that puts them in as though sought after to fill space, is nasty. The man who pays two prices for a cut and makes his announcement four times as conspicuous, pleases himself and the readers also; but the cost should be so considerable as to make the advertiser hesitate about indulging in such a luxury every day, and to protect the reader from wearisome repetitions of show-bills in the paper after the show has left town.

HON. THOMAS L. JAMES is remembered as the best and most popular postmaster that New York city has ever had. He was Postmaster-General under the Garfield administration and is now president of the Lincoln National Bank of New York.

AN agent who represents a large list of important papers in New York, said to PRINTERS' INK last Thursday: "Your paper tells advertisers entirely too much. You post them to such an extent on rates, positions and so forth, that advertisers are getting to know far more than they ought to. We find it more difficult to do business with them than formerly, for they insist upon going into details and getting as much for their money as they can. This causes us loss of time and makes more work for us."

MR. MAHER, in a late issue of PRINTERS' INK, stated that he went through the "little school-master," advertisements and all, and that if called upon to decide who did the best work, both in manner and matter, he should unhesitatingly say A. Frank Richardson, with S. C. Beckwith as a close second. It is proper to say that with the one exception of the November 23 issue, Mr. Richardson's ads have been written the past six months by Mr. J. F. Place, who contributes the leading article to this week's PRINTERS' INK. His handiwork was also shown in a series of a dozen illustrated ads for Mr. Beckwith, which appeared in PRINTERS' INK during the past summer.

A WELL-KNOWN manufacturer and advertiser of proprietary articles said to the writer recently: "I was obliged to discontinue advertising my bronchial lozenge. I found no amount of advertising would make profitable sales, and for this reason: My lozenge is all business—pure drugs and concentrated. If I do say it, it is the best and most expensive to manufacture of any lozenge on the market. Hence I had to put fewer in a 25 cent box, and sales kept small. The public has been educated into getting as much as possible for its money, and a large box, liberally filled with medicated corn-starch troches, seems to be more for the money than I give. So my competitors' goods sell and mine do not. Advertising, however, sells my other goods, and sells them well."

Over 83,000 per month

Proved Average past Nine Months.



Rates Lowest for

quantity and quality of

Circulation.

A Thousand Newspapers

A DAY ARE READ BY

The Press Clipping Bureau,

ROBERT & LINN LUCE,

68 Devonshire St., Boston, Mass.

FOR WHOM? Supply houses,
that want ear-

liest news of construction;

Business houses, that want addresses of

probable customers;

One hundred class and trade papers;

Public men, corporations, professional

men, who want to get news, see what is said

of them, or gauge public opinion.

ADVERTISERS

Wishing to reach the largest group of *Substantial Agents* in the
world use **SEWING MACHINE TIMES,** 63 Beach St.,
New York.

THE NEW CYCLE, 36 Union Sq., N. Y., organ of The General Federation of
Women's Clubs. *Chicago Daily News*: THE CYCLE was
made the Official organ at the First Biennial Meeting, Central Music Hall. *Chicago Inter-Ocean*
The matter of a Club organ was presented and THE CYCLE, with Mrs. J. C. Croly, as editor was
made the organ, and pledged the support of the Federation.

THE NEW YORK LEDGER

Keep the fact in mind that the LEDGER *pays advertisers*, and don't fail to put
it on your list for fall business. Rate for 1,000 lines, to be used within one year,
or for 52 consecutive insertions, \$1.00 net per line. Make contracts now.

ROBERT BONNER'S SONS, Publishers, Spruce and William Sts., New York.

The Christian Advocate.

Official weekly metropolitan newspaper of "The Methodist Episcopal Church." Circulation, over
50,000 guaranteed. We invite correspondence from advertisers who would like to reach our
people, and whose advertisements would be appropriate for a religious family journal. Address
HUNT & EATON, Publishers, 150 Fifth Ave., Cor. 20th St., New York.

The Evening Wisconsin.

THE MILWAUKEE EVENING WISCONSIN is compelled to use two Perfecting Presses to print
its daily circulation, one press being sufficient to print the circulation of every other Milwaukee
daily paper, and it is all they have. CHAS. H. EDDY, Eastern Agent, 10 Spruce St., New York.
CRAMER, AIKENS & CRAMER, Milwaukee, Wis.

A NEWSPAPER

That has the largest circulation of any in its city of publication;
that is the best in appearance and ability, and that carries the
most local advertising and the largest amount of "want" ad-
vertising; that makes sworn detailed statements of circulation
and has very low advertising rates, should certainly contain
your advertisement. *Such is*

THE WORLD-HERALD, of Omaha,
whose representative in the East will be pleased to call on or
write to you.

R. A. CRAIG, Eastern Agent,
41 Times Building, - - - NEW YORK CITY.

NEW SEEDS

and plants are tested every year on The Rural New-Yorker's experiment farm, and impartial reports made in the Rural. Editor Carman also originates many new seeds and disseminates them in small quantities to his readers, with instruction through his paper how to grow them. Thus a love of the work is developed, and with it comes knowledge and practical benefits. New seeds are needed to continue the work, and these must be bought of the regular seedsmen. In this way the Rural's kindergarten work creates an ever increasing demand for seeds and plants. This demand must be supplied by our advertisers, and it is on account of this large consumption of seeds by our readers that we suggest to seedsmen the advantage to them in large and continued space in the advertising columns of The Rural New-Yorker.

THE RURAL PUBLISHING COMPANY,
Times Building, New York.

"Without money and without price."

To the SICK

You are not well, and have no money or time to see a doctor. Cut out the name printed here.

RIPANS CHEMICAL CO.,
NEW YORK.

Paste it on a postal card.

Write your own name on the other side of the card: put it in the Post Office, and by return mail you will get a letter and some medicine that will do you good. Try it and tell your friends.

Look about you:

Are not religious people the class who have homes, the thrifty and provident people, they who have the comforts and luxuries of life?

Are not they the people you want to see your advertisement?

Put
Them
On
Your
List

Sunday School Times.

PHILADELPHIA.

Presbyterian.

Lutheran Observer.

National Baptist.

Christian Standard.

Presbyterian Journal.

Ref'd Church Messenger.

Episcopal Recorder.

Christian Instructor.

Christian Recorder.

Lutheran.

Presbyterian Observer.

We make the way
easy and cheap for
you to do it.



Over 250,000 Copies
Religious Press
Association
Phila



Paws and Consider!

This is all we ask of any advertiser:

Pause before entering into any arrangement with a concern furnishing advertising material until you are sure that it is competent to carry out its agreements without disappointing you and to furnish material that will benefit your business.

Consider that THE PICTORIAL LEAGUE possesses these qualifications, and that therefore it does more business in the pictorial advertising line than all the so-called syndicates in existence. For samples, address

PICTORIAL LEAGUE,

Tribune Building, New York City.

Our firm name is being imitated.

Be careful about the address.

THE largest advertisers have been in *Forest and Stream* for 18 years, and know how it pays. New advertisers are astonished. A. J. Cammeyer, a large general advertiser, went into

Forest and Stream

just for a try. It paid. He writes, Oct. 27, '92: "I have been greatly surprised. I never used a medium which **Brought me such large returns** in so short a time and at so trifling a cost." If you are looking for large returns at trifling cost, write or call. FOREST AND STREAM, 318 B'way, N. Y.

OUR "DAISY."

A Decided Novelty for Desk or Mantel Use, 3-inch Dial, Diameter, 5 1-2 inches, made to Hang or Stand. - - -



ADVERTISING MATTER BROUGHT OUT IN RELIEF.

Also made without advertising matter.

A reliable clock for desk use.

Suitable for premiums.

Just the thing for "Schemes."

Give a quantity away to your customers.

They will appreciate such a souvenir.

Price, in Lots of 100, \$1.40 each.

Fitted with Alarm, 25 cents extra.

Single sample with our advertisement, \$1.40; or with your own advertisement, \$2.00.

HAIRD CLOCK CO., Plattsburgh, N. Y.

London Office—107 Queen Victoria St., E. C.

It Is To-day ▲ ▲ ▲

That shrewd publishers are making announcements through their premium supplements, which reach the eyes of the millions, causing well-filled pocket-books to open and secure their liberal premium offers.

Our Goods are the Premiums

We deliver direct to the public for the business manager, and save him the detail of a premium department.

We supply announcements ready-written, in the form of attractive illustrated electrotypes. Our catalogue will explain in detail. Net prices are in it.

Why miss 1,000 or 100,000 new subscribers when we can help you out, from this very day? Newspaper men tell us that our system is a revelation to them.

EMPIRE PUBLISHING CO.,

146-148 Worth St.,

New York City.

TESTIMONIAL

OF

LOOMIS & NYMAN,

Tiffin

Machine Shops,

TIFFIN, O.

TIFFIN, O., July 14, 1892.

CHICAGO NEWSPAPER UNION, CHICAGO:

GENTLEMEN—We think we have used your lists for ten years past, and do not know but that we have received as much real benefit from their use as we have from any advertising we have done. To those who seek a cheap and effective means of advertising, we recommend your lists as of the best.

Yours very truly,

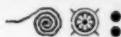
LOOMIS & NYMAN.

For Catalogue of

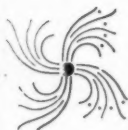
THE CHICAGO NEWSPAPER UNION,

Address—93 So. Jefferson St., CHICAGO, ILL., or
10 Spruce St., NEW YORK.

An Advertisement in



ALLEN'S LISTS



will positively secure for the general advertiser results particularly gratifying if the article he desires to sell is sought by the thrifty and prosperous families who read and preserve the million and more copies (every month) of the 12 most excellent and acceptable household publications to be found in all America. A trial is convincing.

FORMS CLOSE ON THE 18TH.

E. C. ALLEN & Co., Prop's, Augusta, Me.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Do You Advertise?

Every live business man
nowadays does, or is
thinking about it.



IT is an art to construct advertisements which attract readers. This paper is devoted to that art. It gives the advertiser in any line of business articles on the subject written by the best experts. No other paper in the world does it so thoroughly, and no other paper is so useful to the enterprising advertiser.

If You Want Business
 Advertise in the
GOLDEN RULE.

It Does the Work.

- 78,000 -

Christian families read this paper each week. Testimonials from prominent advertisers prove that they are buyers.

For rates address

THE GOLDEN RULE CO.,

F. T. BURDETT, *Adv. Mgr.*

BOSTON, MASS.

ADVERTISERS in any part of the world are invited to visit Floral Park and examine our books and subscription list. If we cannot prove the circulation claimed for each issue of "The Mayflower," we will pay the total expense of the round trip, with a fair allowance for the time consumed by the person making the journey.

JOS. J. DE LONG, Manager,
 89 Tribune Building, N. Y.

THE BEST OF A

HALF-A-MILLION

EVERY WEEK.

St. Louis

TRUTH

.....

Is the leading society and
local weekly newspaper in
St. Louis, and reaches the
homes of the *best* people in
this city of over 548,000. : :



If the BEST is what you want, and *this*
locality is considered desirable, put your
adv. in TRUTH.

.....

RATES, \$1.50 PER INCH.

Discount on contracts of 6 months or over and on advertisements
of over 5 inches.

THE GEO. P. ROWELL ADVERTISING CO.,

10 SPRUCE STREET,

NEW YORK CITY,

ANY OTHER AGENCY, OR

TRUTH PUBLISHING COMPANY,

1009 LOCUST STREET,

ST. LOUIS, MO.

There is something about

THE SEED BUSINESS

that is strongly suggestive of newspaper advertising. The farmer or amateur gardener pays out good money for seeds and puts them in the ground where they are out of sight for a while. A foolish man might think the money had been thrown away. But later, when the crops or flowers come, the investment is returned many times over.

It is just that way with

NEWSPAPER ADVERTISING.

It may take a little while to realize on the investment, but if the advertising has been done skillfully and the crop tended by experienced hands the returns will in the end prove satisfactory.

TO SEEDSMEN:

We want your advertising. If you have been placing it direct you should know that a good advertising agent can place any line of advertising better and cheaper than any advertiser can.

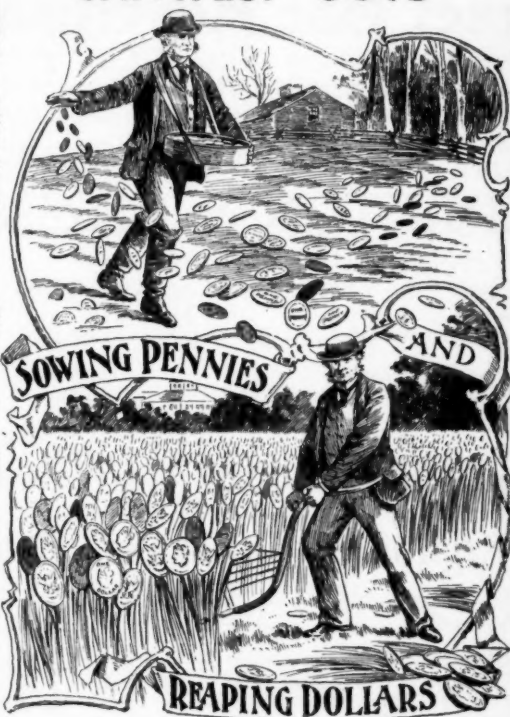
If you have been placing your business through some other agent all we ask is a chance to tell what special facilities we can offer.

THE GEO. P. ROWELL ADVG. CO.,

Newspaper and Magazine Advertising,

10 SPRUCE ST., NEW YORK.

JANUARY JOYS



IMPORTANT TO SEEDSMEN.—The problem of "planting pennies and reaping dollars" has been solved by the undersigned, who hold the key to twelve hundred thousand homes in which flowers and vegetables are cultivated and consumed to the extent of millions.

Seedsmen, florists and business men in general who wish to secure returns at the rate of **a hundred to one**, will find that **COMFORT** fills the bill. Every issue is read by more than six million people, who purchase everything needed by housekeepers and comfort seekers.

Largest guaranteed circulation in America. Facts and figures under oath. Only paper of its kind. Novel copyrighted prize features. The medium of the mighty middle classes. **January forms close December 15th.** Shrewd seedsmen will use this splendid Holiday number.

Space of agents or of us. The **GANNETT & MORSE CONCERN**, Publishers, Augusta, Me. Boston office, 228 Devonshire St. New York office, 23 Park Row.

In making your estimates for 1893
you can't afford to leave out . . .

Street Car Advertising

if you wish to be "in the swim."

CARLETON & KISSAM

can take care of your appropriation
intelligently and give you value for
your money.

6,000 "Full-Time" Cars in the Principal Cities of America.

Officers and resident managers in nearly every
city. Principal cities connected by long distance
telephone.

For rates, folders, etc., address

CARLETON & KISSAM,

50 Bromfield St., Boston. | Times Building, New York.

120 MILES OF SPACE.

PROVED CIRCULATION
(TRADE MARK)

THE MATTER OF

We guaranteed to prove an average circulation of **400,000 Copies Weekly** for the year 1892. We have kept our promise and more, too. The present rates are \$1.60 per line for the three papers. The

RESERVING SPACE IN

SATURDAY BLADE,
the CHICAGO LEDGER
and the CHICAGO

WORLD for the year 1893 we guarantee to prove an average weekly circulation of **500,000 Copies** and the price will be

BOYCE'S LIST

\$2.00 per line. The rate will be no higher in proportion to the circulation.

You are privileged to reserve as much space as you may require to be used during the year 1893 at the present rates,

IS IMPORTANT.

\$1.60 per line. Thus you get the benefit of the increased circulation without increasing the price. If you find your advertisement does not pay you,

ON JANUARY 1st 1893

you are not compelled to use the space, as our rule of allowing any advertiser to discontinue his advertisement

RATES WILL ADVANCE

at any time at pro rata rate, applies to space contracts as well as regular orders. Have your advertising

25 PER CENT

agency reserve space for you or send direct for blanks and further particulars.

BOYCE'S LIST	{	THE SATURDAY BLADE	1892.	400,000	COPIES
— OF —		THE CHICAGO LEDGER		WEEKLY.	
BIG WEEKLIES		THE CHICAGO WORLD	1893.	500,000	COPIES
				WEEKLY.	

W. D. BOYCE, Chicago.

Advertisers Well Pleased



The Ripans Chemical Co., of 10 Spruce St., New York city, has certified that it got better returns from the

Philadelphia Item

than from any other daily. The Ripans Co. is not the only advertiser who has publicly acknowledged the advertising power of THE ITEM. Acknowledgments from many of the large advertisers have been received, showing that they were pleased with the results. How could it be otherwise, with a sworn circulation of :

Daily . . . 187,679
AND
Sunday 187,886

To handle this immense output, five of the largest Hoe Quadruple Presses made are required, and as fast as the papers are poured from the presses they are distributed to agents in every part by 33 Rapid-transit wagons.

THE ITEM is the first paper out, first delivered, first read, and all for **ONE CENT—Daily and Sunday.**

Weekly 49,747

THE WEEKLY ITEM has a large clientage among farmers and towns throughout Pennsylvania and adjacent States

Get The Item on your List.

S. C. BECKWITH,

Sole Agent for Foreign Advertising,

{ 48 Tribune Building, NEW YORK.
{ 509 "The Rookery," CHICAGO.

The Comet



is not approaching the world, but the Cleveland WORLD is fast approaching the 50,000 degree, and getting nearer the people every day of the week.

The World

has revolutionized journalism in Cleveland by simply casting aside the ways of our daddies and adopting modern machinery and scientific appliances. At first the old-women journalists shrugged their shoulders and shook their heads at what they called innovations. But the World moved on, the people cheered, subscribed and advertised, and to-day THE EVENING WORLD is far in the lead, with

43,550

(sworn to) bona-fide circulation, and still on the onward and upward movement.

A Penny Paper

Found in the Palatial home, in the humble cottage.

Read by sun light, electric light, gas light, candle light.

All—high and low degree—read your ad.



The Sunday World Circulation, 30,524,

is a clean, first-class, readable family paper, containing all the telegraphic news of the world, by general and special wires. While it finds its way into saloons, it is not a saloon paper, and is a welcomed Sunday morning visitor in the private home, giving offense to none, entertainment for saint and sinner.

IF an advertisement in the DAILY or SUNDAY WORLD should fail to give good returns, then throw away your ink-horn, the comet has struck the earth, and chaos has come.

B. F. BOWER, General Manager.

S. C. BECKWITH,

Sole Agent
Foreign Advertising,

48 Tribune Building, New York.

| 509 "The Rookery," Chicago.

HE FOUND A WAY.

The amateur editors in their convention, held in New York city on Thanksgiving Day, exchanged stories of their experiences with Pious John Wanamaker. According to the reports in the New York papers, the chairman, Mr. Beecher Ogden, of the *Philatelist*, stated that he had had trouble with the Post-Office Department. During five months he endeavored to have the paper entered as second-class matter, but without success. Some time recently the *Philatelist* published a very favorable review of Mr. Wanamaker's *Book News*. Within three weeks from that publication the *Philatelist* got its certificate of entry as second-class matter.

NO NEWSPAPERS OF IMPORTANCE.

The Post-Office Department has given out the statement (undoubtedly by Wanamaker's suggestion) that "no newspapers of importance were interesting themselves in the PRINTERS' INK controversy."

This is a base slander upon the thousands of editors and publishers in all parts of the country who have denounced Wanamaker's proceedings and demanded justice for the little schoolmaster, and it is as far from correct as most statements appear to be emanating from that great and wonderful circumlocution machine. In New York city alone the publishers of PRINTERS' INK have been sustained and Wanamaker's action has been denounced in the *Daily Times*, *Recorder*, *Herald*, *Advertiser*, *Journal*, *Post*, *World* and *Sun*.

It is true that the *Press* and *Tribune* have never said a word about the matter, but there is little doubt that they will be heard from in due time and will speak with no uncertain sound. There is no politics in the PRINTERS' INK case.

DISHONEST OR INCOMPETENT.

MANUFACTURERS OF THE PITTSBURGH LAMPS, }
PITTSBURGH, Pa., Nov. 21, 1892.

PRINTERS' INK:

Enclosed please find three dollars (\$3.00), which will advance our subscription to PRINTERS' INK. We have watched with much interest and admiration your plucky fight with the Post-Office Department. It is a shame that a legitimate business enterprise such as yours should be hampered and persecuted either from the malice or ignorance of dishonest or incompetent officers, and the facts in your case seem to lead only to the conclusion that these particular officials must be either one or the other.

In view of the tidal wave which swept the country at the last election it would be idle to say that any one reason decided the result, but we have no doubt whatever that the Republican party lost a good many votes because of brother Wanamaker's persecution of your little paper.

There is no publication which comes to this office from the reading of which we derive the same pleasure and profit. If your subscription price was ten times what it is now, we should gladly pay it. May you live long and prosper.

Yours very truly,

PITTSBURGH PLUMB COMPANY.
C. Birmingham, President.

TO GO OUT WITH JOHN.

PRINTERS' INK speaks for a multitude of people in asking that the postal laws be amended in the interest both of consistency and justice. Arbitrary rulings and favoritism in the exercise of jurisdiction over second-class mail matter ought by all means to go out with Wanamaker, and Congress should see to it that there is no way by which they can ever again be possible in Uncle Sam's Post-Office Department.—*Boston Globe*, Nov. 24.

ET TU BRUTE.

OFFICE OF THE PALLADIUM,
BENTON HARBOR, Mich., Nov. 23, 1892. }

Editor of PRINTERS' INK:

My sympathies were actively enlisted in your behalf all through the early part of the fight, and as I wrote you once, I would have been willing to use my influence with the Inland Daily Press Association, of which I am one of the officers, and in other ways to help you in what I have always considered an unequal contest against a very unjust decision; but from the moment you began to use PRINTERS' INK for the defeat of President Harrison and lent your influence to turn this country over to Democratic control, I lost interest in the matter. I grant that Mr. Wanamaker placed himself in an unenviable position by his stubbornness in refusing to right a wrong in the case of PRINTERS' INK, but I do not regard that circumstance as warranting the use of PRINTERS' INK to aid in defeating President Harrison and making a radical change in the administration of this Government. I regret that you found it necessary to descend from the high plane on which you at first conducted your campaign, and by that descent forfeited the aid and assistance of a very large class of newspapers in this country.

Yours respectfully, F. R. GILSON.

PRINTERS' INK is still Republican. It has never descended from that high plane. This criticism from you, Brother Gilson, cuts us to the heart.—[Ed. P. I.]

THE PRESIDENT'S POWER.

IT IS GREATER THAN THAT OF QUEEN OR EMPEROR,
AND AN ABSOLUTE AS THAT OF
ANY MONARCH.

The New York *Sunday Advertiser* very truly remarks that "the Secretaries of State, Treasury, War, Navy, Agriculture, and the Interior, the Postmaster-General and the Attorney-General are merely clerks in the office of the Chief Magistrate. The authority they exercise is his authority, and they have none other."

This being the case, there is no impropriety in directing the attention of President Harrison to the unexampled outrage that is being perpetrated in his name by his clerk, John Wanamaker, upon poor little PRINTERS' INK.

THEY ARE STANDING ON A HOLE.

DAILY CAPITAL CO., }
PIERRE, S. D., Nov. 25, 1892. }

PRINTERS' INK:

The enclosed answer to our letter of the 13th inst. to the Honorable Postmaster-General has been received. It seems from this that if the Department has ever made any objection to your exchange list they are not standing on that ground at present. In fact, after following the controversy pretty closely I am at a loss to know just what ground they do stand on.

Yours very truly,

THOS. F. STONE, Business Manager.

THE VILEST SINNER, ETC.

Now that the publishers of PRINTERS' INK, that spicy little weekly for advertisers and newspapers, have set the preachers to quoting the Bible to brother Wanamaker on his unjust ruling barring PRINTERS' INK from the mails as second-class matter, it is likely that he will relent. Brother Wanamaker has great reverence for the Bible, and if he studies it faithfully he will yet see that it is not too late for him to repent of a wrong done and make full restitution.—*Sandusky (O.) Register*, Nov. 19.

ALL NEWSPAPER MEN WILL UNITE.

In its battle with the Department, PRINTERS' INK has not received the treatment which it had a right to expect, and that the injustice under which it labors should be corrected and rendered impossible in other like cases, is a matter which all newspaper men will unite in helping on.—*Bridgeport (Ct.) Standard (Rep.)*, Nov. 25.

[Editorial from New York Sun, Nov. 30th.]

OUTRAGE BY THE POST-OFFICE.

A trade publication in New York city, while maintaining a struggle for life with the authorities of the Post-Office Department for nearly a year, has discovered and made public a condition of affairs of which few persons had any previous idea. It has demonstrated that clerks in the department at Washington are in the habit of excluding newspapers from the privilege of being carried in the mails as second-class matter without previous notice to the publisher that such action is intended, and reinstating the unfortunate periodical without requiring any change in its business methods just as soon as sufficient influence is brought to bear to make such action seem desirable. It has discovered that there are persons residing at the national capital who will attempt the adjustment of difficulties of this sort for a money consideration, and seek employment on the score of influence possessed with persons occupying responsible positions. Without influence it has been made apparent that it is impossible for a publisher to obtain redress unless the department clerk will relent; because it is the practice of the United States courts to decline to interfere with any question of fact with which a department of the government is concerned. The Postmaster-General is prosecutor, jury, judge and executioner, so far as a publisher's rights are concerned, and his power passes down through the first, second, third, fourth, and other assistants *ad infinitum*; consequently, a victim of error or malice must beg or buy his way through a difficulty, or allow his newspaper to be swamped by having his rate of postage increased tenfold.

The ostensible reason for interference with the distribution of trade journals is a desire to keep the mails from being loaded down with advertising matter for which the people have not subscribed; yet during the months that preceded the election many million campaign documents were carried in the mails at rates not allowed to publications issued for business purposes or in the interest of such causes as temperance or religion. The saving effected in this way to the campaign committees amounted to many thousand dollars weekly, for a period extending over several months.

It has also been made to appear that men holding important offices under the administration have received the same privileges permitted to campaign committees, but pronounced illegal when ordinary citizens would seek for them. The Postmaster-General and the Superintendent of the Census have each taken personal advantage of the opportunity to use the mails in a manner that the department pronounces illegal for other citizens.

It has been demonstrated that it is futile for a citizen to apply to the department for such information as will enable him to conduct his business operations in conformity to law, the practice in such cases being to decline conveying any information.

When a citizen, groping in the dark, is so unfortunate as to attract the attention of a department clerk, and is punished therefor, he is equally unable to learn where the law or regulation may be found that he is supposed to have violated, and after months of effort he may fail to learn anything more to the point than a statement that his communication has been received and placed on file and will be considered.

From the widespread interest which this

interesting case has awakened it has become known that at one time or another almost every publisher in America has felt the iron hand of the Post-Office Department muddler. When the publisher has had influence the trouble has been adjusted and passed over; when he has been poor or lacking in energy his periodical has been killed.

This now celebrated case, the case of PRINTERS' INK, is the only one concerning which all the facts have been brought plainly before the press and the people. The result is likely to be of great public benefit, and lead to such a revision of the law as will make like abuses impossible hereafter.

Although most of the Post-Office interference with the rights and privileges of publishers is well intended and much of it is needed, yet the law that makes it possible for unscrupulous or revengeful officials to favor their friends and punish or blackmail those who happen to criticize or offend them should have early attention from the Congress of the United States.

HE LIKES IT, AND IT DOESN'T HURT.

PETTINGILL & CO., NEWSPAPER ADVERTISING AGENCY. ESTABLISHED 1849.
22 SCHOOL ST., BOSTON, NOV. 22, 1892.

PRINTERS' INK:

In the past ten weeks I have read over 100 numbers of you—back numbers. I didn't know you prior to that. Now, I read you every week. I think enough of you to compromise with Time, in order to write you a note. It is sad to see you give up your \$100 pages to Pecksniff's long lost brother—for nothing. He likes it, and it doesn't hurt. You should go at him with a bale-hook and stick. Throwaway the velvet glove. If a man like Wanamaker injured me to the tune of \$500 per week, and I had a paper, as you have, I would make him go abroad for change of air. He's an uninteresting brute, anyway, and worth about a stickful a week instead of pages; but that stickful should be vitriol, red pepper, tabasco sauce and sand paper, in order to penetrate his thick hide, to his self-complacent soul.



Thine,

JOHN ERNEST MCCANN,
Ad. Writer.

A POWERFUL ALLY OF DEMOCRACY.

"We have an idea that the consistency of our paper as a Republican journal will be challenged for this," writes Addison B. Colvin, the proprietor-editor of the Glens Falls, N. Y., *Times and Messenger*, the only Republican papers in Warren County, after publishing an editorial expressive of his opinion on Post-Office matters. It is a fact, however, that Republican papers have been much more severe in their censure than those of the opposition. Democratic editors have, as a rule, been rather willing than otherwise to see Wanamaker continue to make an ass of himself, knowing that enough of that sort of thing would turn the Republicans out and let the Democrats in. If Wanamaker has any friends they are to be sought for outside of the Republican fold. No one did more than he to bring on the frost of November 8, and it is the Democratic editor who, from feelings of gratitude for service received, should be tender about hurting the feelings of the good man from the city of brotherly love.

John Wanamaker is the head of the P. O. D., and let us remark right here that there are some condemned small pease in that p.o.d.—*Enterprise, Healdsburg, Cal., Nov. 12.*

Garfield's Postmaster General.

[An authorized Interview with Gen. J. Manson]

special

A REPRESENTATIVE of PRINTERS' INK recently asked ex-Postmaster General Thomas J. James what he thought of the recent decision of the Post-Office Department excluding this journal from the privileges of second-class matter through the mails.

General James, after thinking a moment, replied:

"While it would not be courteous for me to go into a detailed criticism of the acts of my successor, Postmaster General Wanamaker, for whom, personally, I have great respect, I cannot conceive why PRINTERS' INK should not be allowed to go through the mails as second-class matter. I think the autocratic manner in which that journal has been dealt with by the Post-Office Department is an unjustifiable outrage. In my opinion there is no reason, under the law, why it should not be admitted to the privileges of second-class matter. It will be noticed that Postmaster General Wanamaker wrote the final decision himself. If the matter had been wholly in the hands of Attorney-General Tyner, I have no doubt that he would have decided in favor of PRINTERS' INK."

"How do you think PRINTERS' INK, as a journal, compares with BOOK NEWS, published in Philadelphia?"

"There is no comparison to be made between the two publications. I consider PRINTERS' INK a very interesting journal, its columns being constantly devoted to the discussion of the important theme of advertising of interest to all business men. BOOK NEWS, as I understand it, is a paper or small magazine published in the interests of the firm which sells the books advertised or noticed therein, and of which firm Mr. Wanamaker is a member."

"May I inquire, General, if you were Postmaster General whether you would allow PRINTERS' INK to go through the mails as second-class matter?"

"I reply, unhesitatingly, that I should allow the publication such privileges and without debate. I should do so without a moment's hesitation."

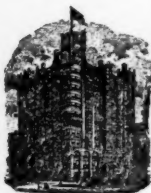
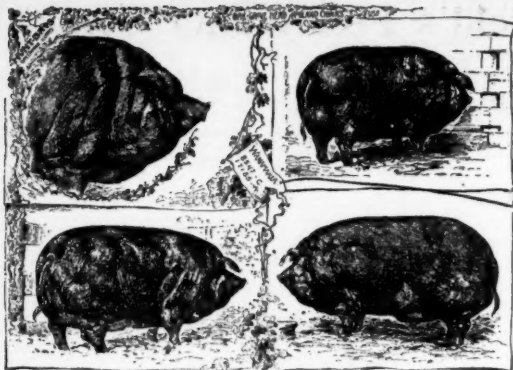
THE CURSE OF THE WICKED DEED.

German readers of PRINTERS' INK will be interested in the extract from the Evansville (Ind.) *Demokrat* in another column, under the heading (in German) that caps this paragraph.

P. O. D. VS. H. O. G.

The Post-Office tyranny practiced on PRINTERS' INK has proceeded so far that the Swedish farmers of the Northwest have taken to naming their prize hogs Wanamaker.

Revised
O.K.
H. James



DESIGNED BY J. H. COLEMAN, LONDON, ENGLAND.



P. V. COLLINS, PROPRIETOR.

Established
March 10,
1888.
Circulation
over
7,500.
The only Scan-
dinavian Paper
in America
whose Cir-
culation is Guar-
anteed by the pub-
lishers of the Am-
erican News-
paper. Directed
under a Guar-
antee of the
Board of In-
ternational
Exchanges.

Minneapolis, Minn., November 21st, 1892

Publishers of Printers' Ink,

26 Spruce St.,

New York, N. Y.

Gentlemen:-

I am ashamed as an American publisher not to be found in the list of those who have given expression to their sympathy with you in the fight you are waging against the F. O. D. That this is a case of malicious despotism no sane person who has glanced at the merits of the case can dispute and I believe that it is so generally recognized as such, that publishers assume that what everybody knows, is not "news" for their columns; else would the "powers of the press" come to your support more vigorously. Let every publisher speak for his class. If he conduct a political paper let him harangue the politicians to note that Wainmaker is the mischief maker. If he be a religious editor let him quote the golden rule and send a marked copy to the publisher of "Rock News". If he be a literary editor let him search the classics for a more notorious abuse of authority but if he be an agricultural editor let him note that in the Northwest, the great wheat and corn belt of the country, the section of hustlers and of prize winners at agricultural shows. the farmers have secured a new name for the animals which two thousand years ago knew enough to drown themselves in the sea when the devils got into them but which in the Nineteenth Century continue to grunt and grow fat by standing astraddle of the public will trough and snapping at all others that approach. Behold a portrait on Skordemamen's first page of the November 1st, issue. We did n't name the beast, a Northwestern farmer but voiced public sentiment in doing the nomenclature act, but we do second the motion and ~~second~~ that if Cleveland (for whom we did not vote) but have it inspected carefully for trichinae we will forgive him his election and order the first slice of the ham at killing time.

Respectfully,
P. V. Collins
Publisher of the only Swedish
Farm Paper in America.

*N.B. It is four views but in every view it is
the same, old hog. How appropriate!*

MR. WANAMAKER'S "REGULAR,"
"LEGITIMATE" PERIODICALS.

A representative of PRINTERS' INK called at the office of the American Protective Tariff League, 135 West Twenty-third street, New York, on Saturday, Nov. 26, and was met by the gentleman who appeared to be in charge.

"I understand you publish some political papers here?"

"Yes, the *American Economist* is our standard publication; we also issue the *Defender*."

"How often are they published?"

"The *Economist* is issued every week, and the *Defender* we mean to issue once a week, but we haven't got out any since election."

"Don't you print a paper called *Protection and Reciprocity*?"

"Oh, that was only a campaign document. It's out of print now."

"Can you tell me where the *National Bulletin* is published?"

"I shouldn't wonder if it wasn't published any longer," with a significant smile. "You know it came from the National Committee under cover."

"How about this other paper, the *Voters' Library*?"

"The same way with that. That's the worst of political organizations."

"They were all political documents, then?"

"Yes."

Since PRINTERS' INK adopted the experiment of dealing with the octopus of the P. O. D. in broad daylight, and exhibiting to the public the difficulties that are strewn in the path of business men whose rights are unjustly interfered with, it has been amazed to note the great number of persons who come forward to say, "We also have felt the mailed hand! and have suffered in silence because we did not

have the ear of the public or the energy and vim that PRINTERS' INK appears to possess." The law that makes press censors out of men who can't earn a livelihood at home, and for that reason seek a department clerkship, ought to receive careful revision. Of a surety every law that makes it possible

TABOR, Iowa, Nov. 7, 1892.

Hon. J. Wanamaker, P. M. Genl., Washington, D. C.

DEAR SIR—On one or two occasions it has been my pleasure to respond to your request for assistance in some proposed improvements in the postal service, and in one of these you intimated you would be pleased to receive suggestions. I here repeat my sincere wish to be of any efficient service possible in my power.

I trust, therefore, you will receive kindly what I know I kindly propose, that you reconsider all that has taken place in the matter of excluding PRINTERS' INK from the privileges of second-class matter through the mails. I can assure you that the popular mind, so far as I have had opportunity to solve it, is that you have done, and are doing, the publishers of that paper a serious injustice.

I do not know how many similar cases have occurred under your administration, but I know of one, in which you did myself an injury and injustice.

When I was publishing the *Christna*, having, as I believe, a good knowledge of the postal regulations as regards supplements, I published a small supplement. I did not rely on my own judgment, though I had not the least misgiving on the subject, but received the opinion of another and a Republican editor, and who had served one or two terms as postmaster, who had no more doubts as to its legality than I had. There was not an advertisement in it, and only about a stick of matter at all. It was simply what I could not find room for in the body of my paper, but wished to have go out at the time to my patrons. In no respect, as we thought, was it possible to be misconstrued into a transgression of any postal regulation, yet you sustained the unjust ruling under which I was required to pay extra postage on that issue. To be sure my loss did not exceed (in cash) \$25, but to me at that time it was a serious loss, and the intent, as I believed, and still believe, was to defeat my desire to promote the circulation of my paper.

What is the object of the postal department? Is it not to promote the public convenience? To a laudable extent you have sought to make the transit and delivery of mail matter expeditious and as cheap as possible. How can it be done if you stand in the way, and under some seemingly impossible pretext arbitrarily seek to destroy business? One would suppose, when two constructions may be made, you would lean to the one that would promote public convenience and business.

Most sincerely do I regret your action in the case of PRINTERS' INK, for which, to the public mind, there appears not the least plausible excuse.

I founded, and for seven years edited, *The American Nonconformist*, in this place, now published in Indiana. I received, almost daily, supplements in papers of political phases. Some of them were almost exclusively advertisements. Others would be almost entirely political. It never once occurred to me that there was anything improper in this. It was the people's business, for their information and convenience, and for which pay was duly made. I think it a great mistake, and an injury to individuals, the public and to the mail service to obstruct such convenience by arbitrary and unnecessary decisions.

I used to be a Congregational minister, and will respectfully and in good faith commend to you the course which, in my judgment, should in justice be taken to the publishers of PRINTERS' INK. It may be found recorded in the Bible, in the Book of Numbers, 5th ch., 6, 7 verses. Such a course, if acted on, would be honorable and just.

Yours Respectfully,
James Winch. Sr.

for department clerks to blackmail citizens should be overhauled, and that quickly.

THE DEMORALIZED POSTAL SERVICE.

It doesn't seem possible that we could get any worse postal service than we are getting now. The whole postal service seems to have become demoralized and uncertain. In short, it is outrageous and ought to be amended without delay.
—*New York Herald*, Nov. 27.



SPECIFICATION.

Be it Known—

That I, A. Frank Richardson of New York and Chicago, yeoman, alder and abettor of advertising—that-pays, have invented a new and improved method of Bagging Game, which means something.

My invention relates to improvements in guns for use of advertisers, and its object is to discover and bring down game, and to insure a quick retrieve and prompt bagging of the same without waste of ammunition, and thus secure without worryment, competency and leisure for all advertisers who use the mediums and method.

My invention is adapted to arms of varying calibre, and in any branch of service. It forms a special feature of the following popular game-winners:

Louisville Courier-Journal—

Columbiad of first class; Kentucky, hair-trigger (shown in drawing). Range, 123,000.

San Francisco Report—

Rodman rifled canon, Alcatraz pattern; Mt. Diablo range, actual work, 46,000 rounds daily. No game escapes.

The Three Telegrams—

(Elmira, Albany, Harrisburgh). Field Battery, three bright Sunday pieces. Great guns for bagging game in quantity. Capacity, over 300,000 shell weekly.

Saturday Globe (Utica)—

Penna. Grit (Williamsport)—

Gatling guns—new pattern; noted for rapid firing and great destruction; every charge good for loads of home birds. Record, 300,000 and 71,000 respectively.

I do not claim as my invention the dog (s-l-c), nor the discomfitted pot-hunter (J) ambushing behind the "blind" (O c) in the foreground.

What I claim as new and original is the gun (A l)—Known Circulation; the method described, and the combination of said improvement and effective field-pieces above named, with the accessories, appliances and successful methods shown, to wit—The dog (s-l-c), keen scented and alert, finding the game (a—a"—a"—a"), the tail (I c) and the string (A h) attached thereto; the modern and effective game-winners enumerated, of varying calibre, and the easy manner (see) of gathering and carrying said game, including the happy advertiser riding to his sport—all for the purpose and substantially as herein shown and described.

These claims have been allowed by all advertisers who have used the mediums and methods. Others are invited to test them. Any of the above safe field-pieces are at your service; they will bring you in game.

A. FRANK RICHARDSON,

Tribune Building, New York.

Chamber of Commerce, Chicago.

Omaha Bee—

Breech-loading, repeating field piece—Bags 25,000 daily, and in service Sundays. Extra charge, with 40,000 range, once a week. Goes up hill; located in great game country.

St. Paul Pioneer Press—

Regular "swamp angel"; throws hot shot and shell. Long range—the whole Northwest.

Boston Post—

Bell-metal Gatling, Revolutionary pattern, with new lock, stock and barrel. Range, 41,000 daily. Great deer and quail gun.

Rochester Dem. & Chronicle

Seattle Post-Intelligencer—

Field howitzers, improved mountings—Eastern and Western patterns; throw grape and canister. Excel in bagging shy, rich and rare game.